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COLOR CLASSICS IND

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OUR
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IN

SICKENING
COLOR!

UNITED STATES

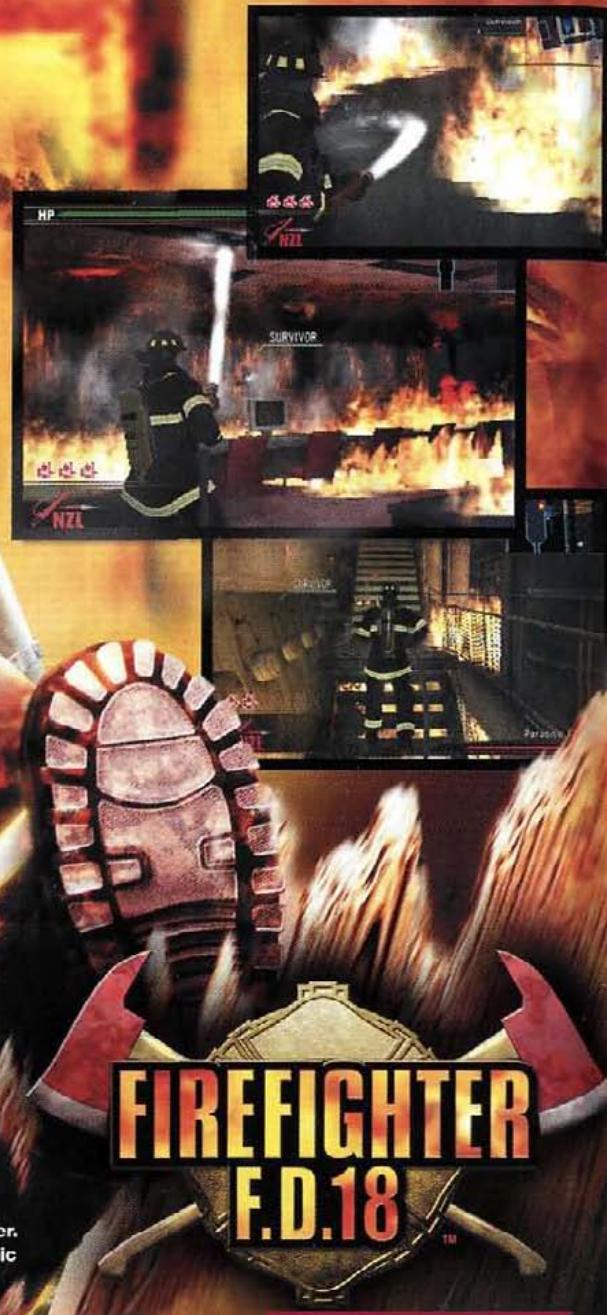
(COLOR CLASSICS #9 APRIL 2004 \$3.99 CHEAP!)



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KICK ASH.



FIREFIGHTER F.D.18

A deadly arsonist is on the loose. It's up to you to battle fires with a full arsenal of high-tech firefighting weapons, including the powerful IFEX impulse gun. Firefighter F.D. 18, the most exciting, tension-packed firefighting experience ever. From intensely realistic backdrafts, flashovers and chemical explosions to heroic rescues, every scorching second of Firefighter F.D. 18 is a total kick.



Blood
Mild Language
Violence

PlayStation.2



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MAD

COLOR CLASSICS #9

APRIL 2004

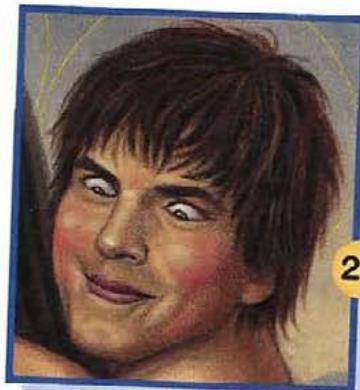
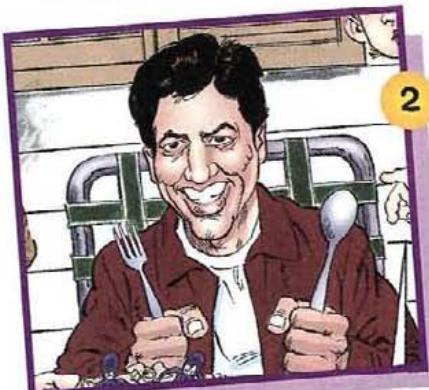
FIGHTING MAD



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FRONT COVER ARTIST: DREW FRIEDMAN	
POSTER ARTIST: JAMES WARHOLA	

MOST OF THE ARTICLES IN THIS EDITION ORIGINALLY APPEARED IN MAD MAGAZINE IN BLACK AND WHITE. THEY HAVE BEEN DIGITALLY COLORIZED BY DAVID RODRIGUEZ OF WILDSTORM FX.



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And Writers

the usual gang of idiots

MAD COLOR CLASSICS #9
APRIL 2004 (ISSN 1081-471X).

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Both Jerry Seinfeld and Tim Allen took some of their stand-up routines and turned them into wildly successful sitcoms. Now, Ray Romano has taken some of his stand-up routines and woven them into...well, let's put it this way: Good things don't necessarily come in threes! It's no wonder that...

Everybody Loathes Raymud

I'm Raymud, your typical, everyday boring neighbor next door! Only difference is, I'm a boring neighbor who's got his own TV show and is pulling in a fortune saying the same dumb things your neighbor says for free! This is a pretty original opening, isn't it? Watching my whole family flying all around me! Well enjoy it, because it's the only original thing you're gonna see on this series! I work as a sportswriter, which is too bad, because what's REALLY needed around here is team of COMEDY writers!

I'm Deadbra, Raymud's wife. I try to run my own household, but it's difficult with Raymud's interfering parents living across the street. It'd be nice if they TRIED living across the street! Problem is, they mostly live here in our house! And they bicker a lot! I know, bickering parents can be fun to watch, but to me, it's not so funny when they're YOUR bickering parents!

I'm Rank, the obnoxious father who thinks he knows everything. Believe me, I'm the first one to admit it when I'm wrong, although that's never happened yet, and probably never will! There's a lovable side to me too, but thank God, I've never had to show it!

I'm Marinate, Ray's mother. It's wonderful having my son living so close. All I had to do was add a little bit of line to my apron strings to keep him attached to me! Of course, I'm not crazy about that bimbo he married. She snatched my little baby boy right out of the cradle! Although, I must admit that keeping a 23-year-old man in a cradle was getting difficult, but nothing's too difficult for an Italian mother when her son's well-being is at stake!

ARTIST: ANGELO TORRES

WRITER: DICK DEBARTOLO

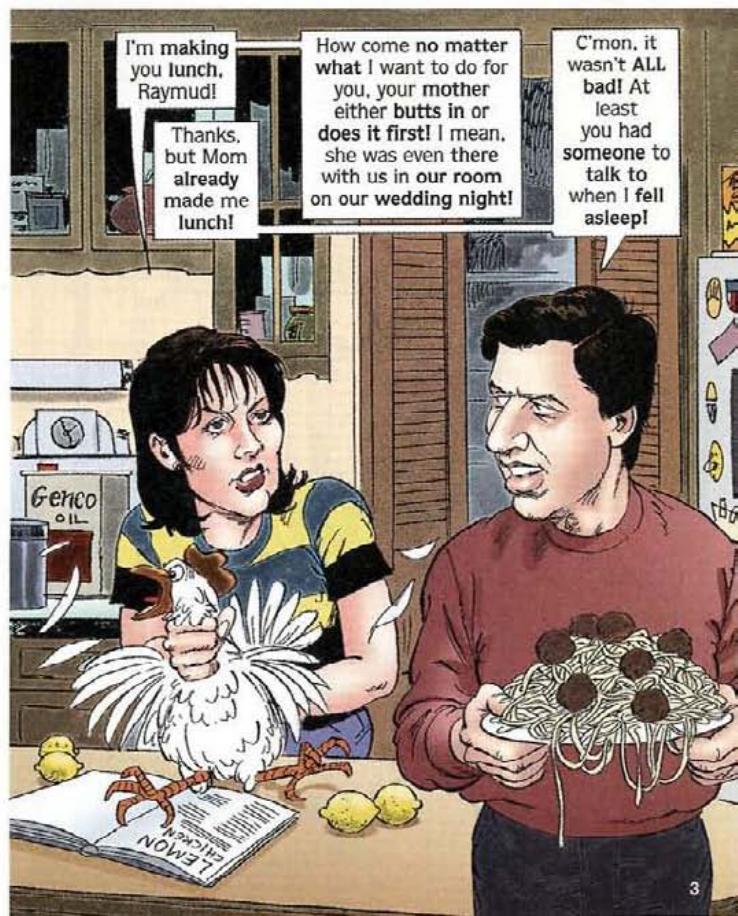
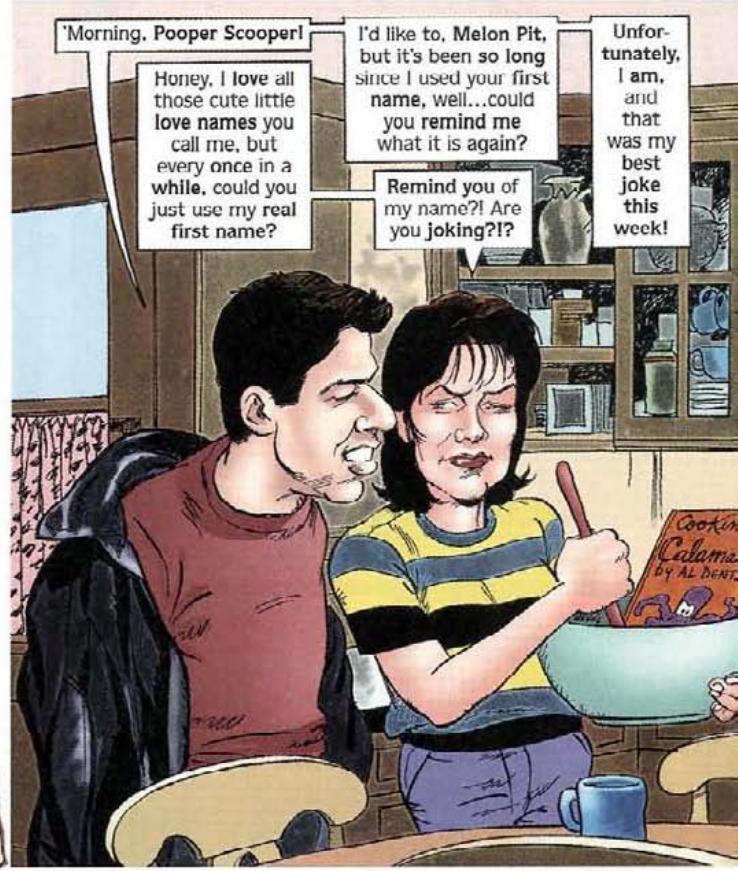
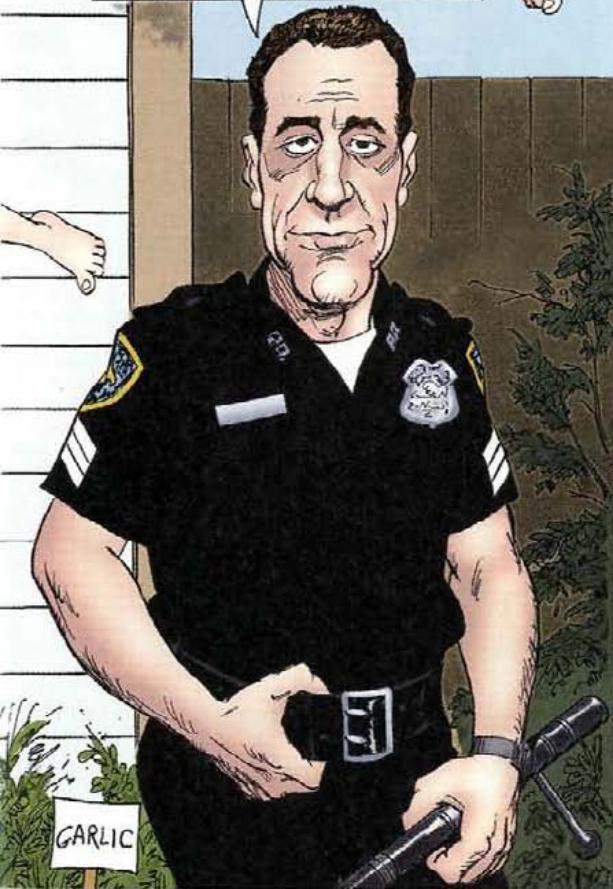
ARUGOLA
BROCCOLI
RABE

Life's a breeze for me. When you're six years old and terminally cute like I am, anything I say gets a big laugh. It's called "Full House Syndrome"! That's where lines like, "I'm hungry," and "Gee, mom, not sandwiches again! Yaggh!" get howls of laughter! To be honest, the "yaggh" wasn't my idea, exactly! I hear the people in the audience saying it all the time!

We're the twins. We're hardly ever in the show! But hey, you can never go wrong with twins as part of a sitcom family! We have a great excuse why we don't say any funny lines — we're too young! Unfortunately, the rest of the family doesn't have that excuse!

Even though we don't do funny lines, we can still crap in our pants from time to time! That's always good for a cheap laugh! They say "crap" on this show a lot! I guess it has something to do with that "truth in advertising" crap!

Xan



When I wanted to re-do your home office, your mom picked out the rugs, the furniture, and even the paint!

Yes, but as I recall **YOU** were the one who picked out the paper-clips and the staples!

So where are they? I didn't see them any where!

Er, Mom didn't like them so she exchanged them for prettier ones!

See, Rank, I told you we should come over! We got here just in time! They're fighting again!

I don't know where they got this bickering habit! And what do you mean, it was **YOUR** idea to come over? It was **MY** idea! All the good ideas are my idea!

Name one!

Okay! For once you had a good idea!



I feel heat coming up! The furnace must be working again! And you guys say I can't fix things!

Yeah, Dad, the heat's coming up like gang-busters!

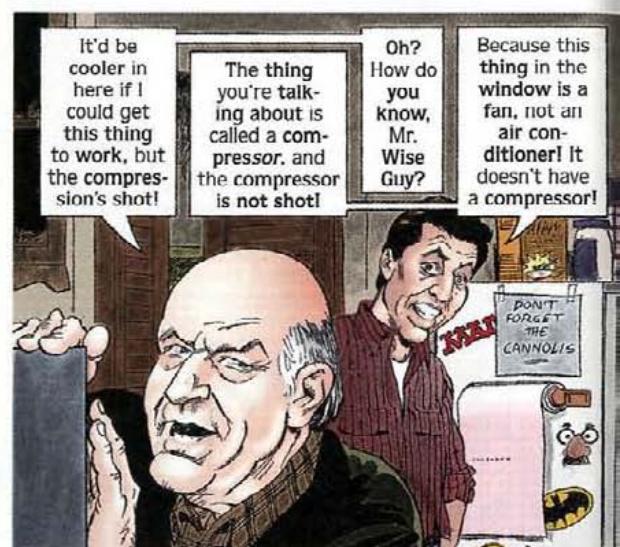
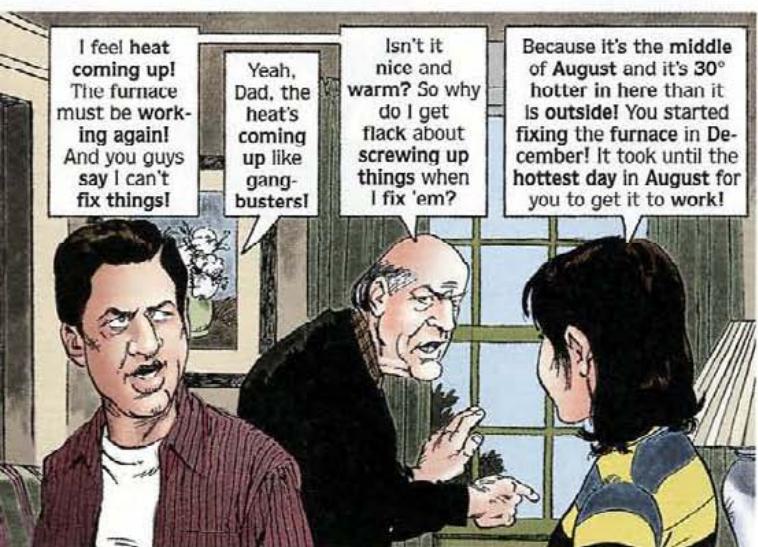
Isn't it nice and warm? So why do I get flack about screwing up things when I fix 'em?

Because it's the middle of August and it's 30° hotter in here than it is outside! You started fixing the furnace in December! It took until the hottest day in August for you to get it to work!

I'd be cooler in here if I could get this thing to work, but the compression's shot!

The thing you're talking about is called a compressor, and the compressor is not shot!

Because this thing in the window is a fan, not an air conditioner! It doesn't have a compressor!



Well if it had a compressor, it would be a much better fan!

No, Dad, then it wouldn't be a fan, it would be an air conditioner!

My point exactly! So once again, I'm right!

How long is this yelling gonna go on?

Just a bit longer! Our family has a ten-yell per episode minimum!

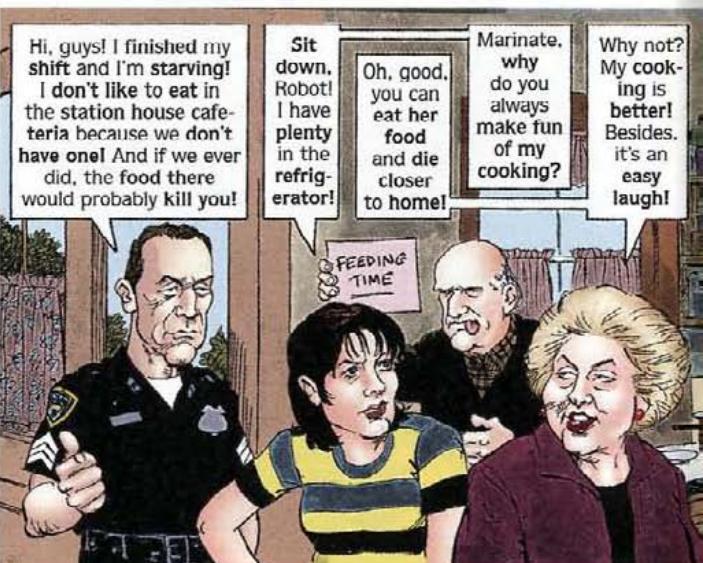
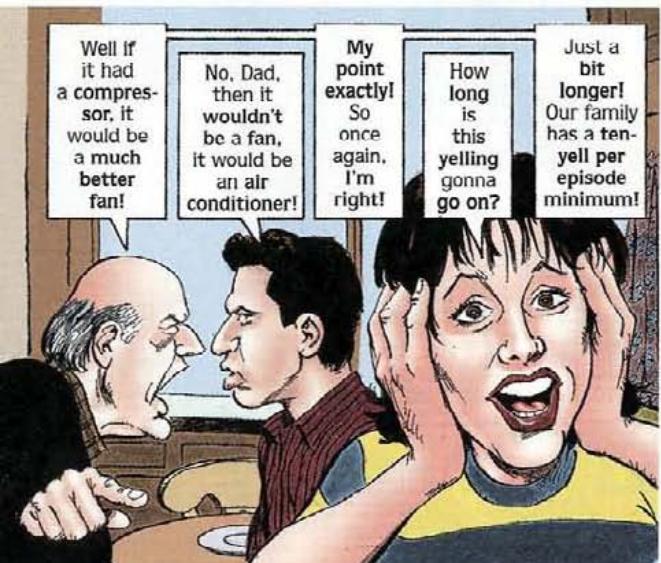
Hi, guys! I finished my shift and I'm starving! I don't like to eat in the station house cafeteria because we don't have one! And if we ever did, the food there would probably kill you!

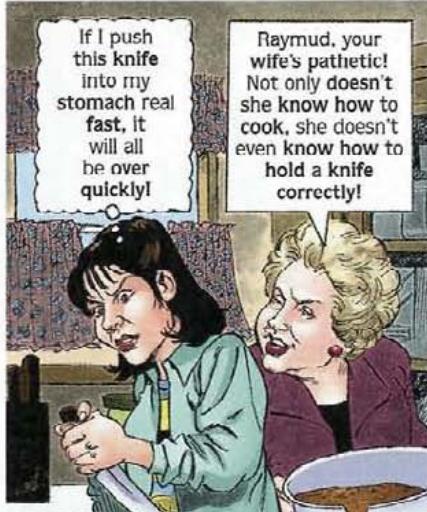
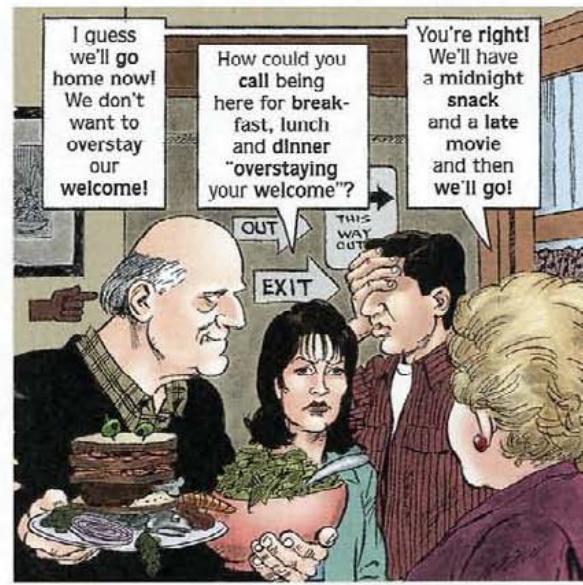
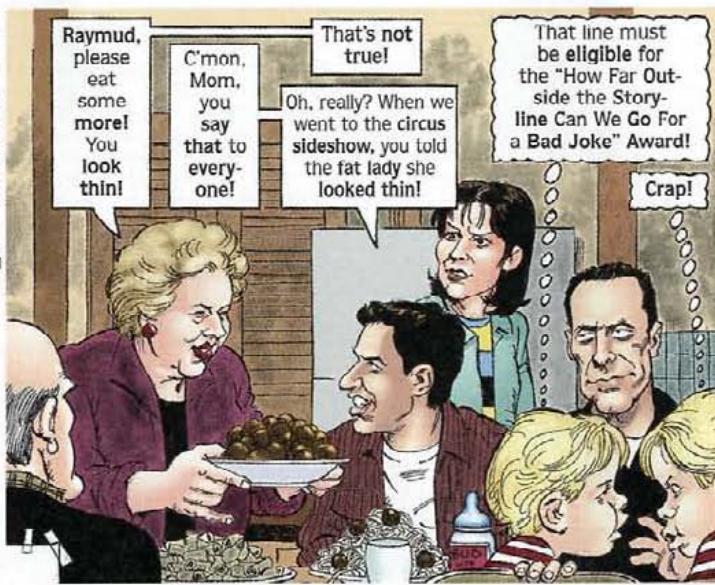
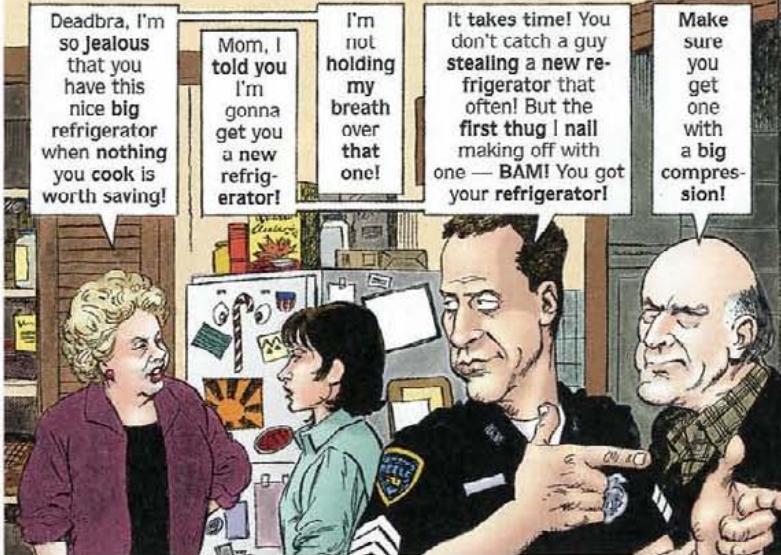
Sit down, Robot! I have plenty in the refrigerator!

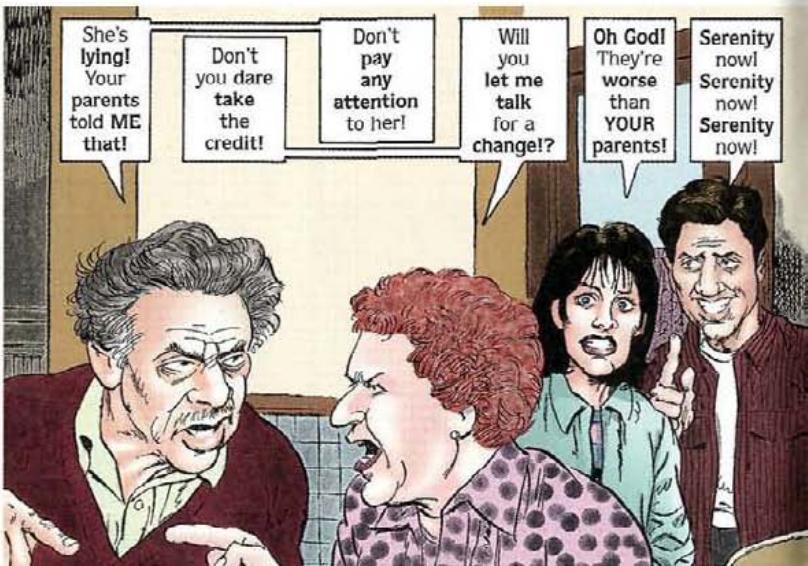
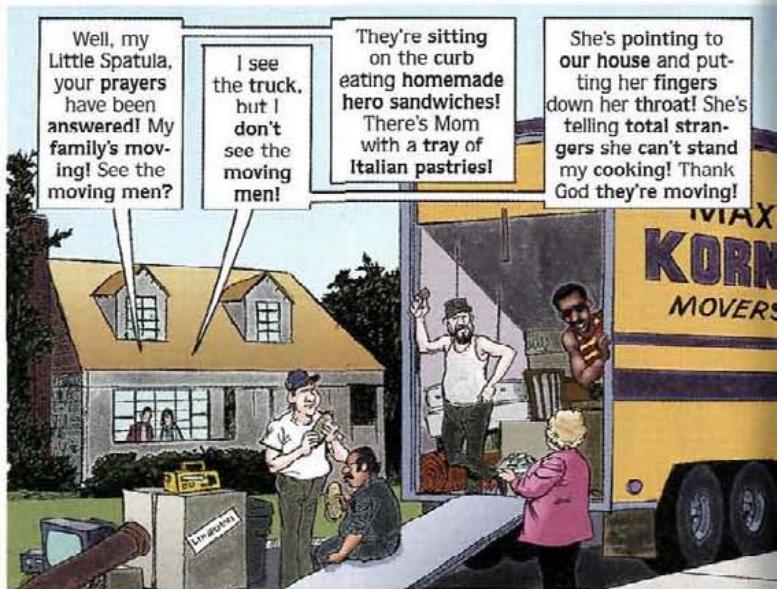
Oh, good, you can eat her food and die closer to home!

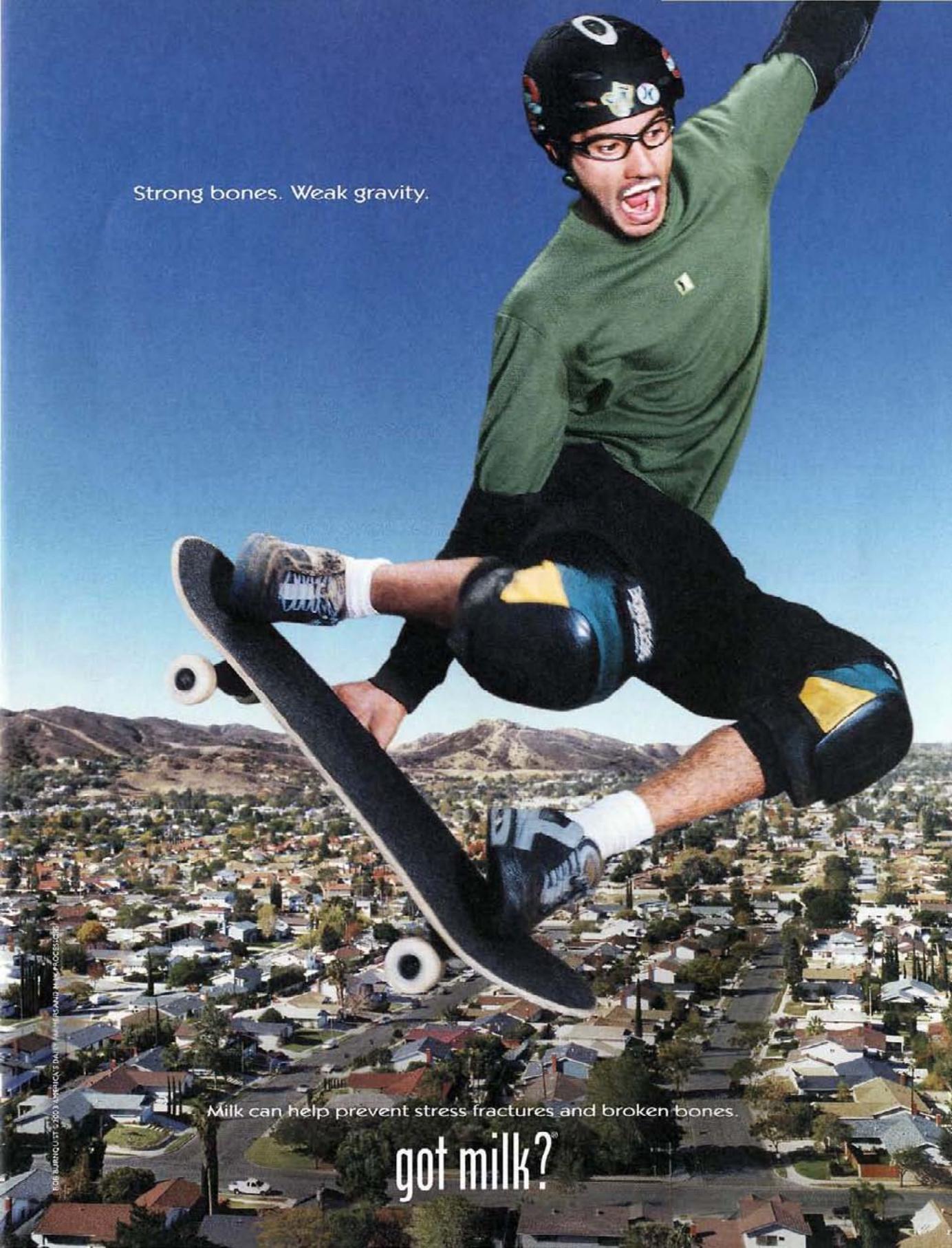
Marinate, why do you always make fun of my cooking?

Why not? My cooking is better! Besides, it's an easy laugh!







A skateboarder is performing a trick in mid-air, high above a suburban neighborhood. The skateboarder is wearing a black helmet with a white 'O', a green long-sleeved shirt, black pants, and black knee pads with yellow accents. He is wearing glasses and has his mouth open as if shouting. The background shows a clear blue sky and a town with houses and hills below.

Strong bones. Weak gravity.

Milk can help prevent stress fractures and broken bones.

got milk?

...a set of electrically powered car windows and door locks that doom you to a slow death if the battery ever fails while you're trapped inside.



...agriculture developed to the point where it can produce three crops of honeydew melons every summer—all of which are completely tasteless.

...a phone machine with enough tape to answer your phone for a month, causing your mother to be charged for dozens of toll calls without talking to you.



TECH-NO-LOGIC DEPT.

"State Of The Art" is one of those phrases advertisers like to label any new product. It sounds impressive, but what does it really mean? Not much! See what we mean as we examine just what...

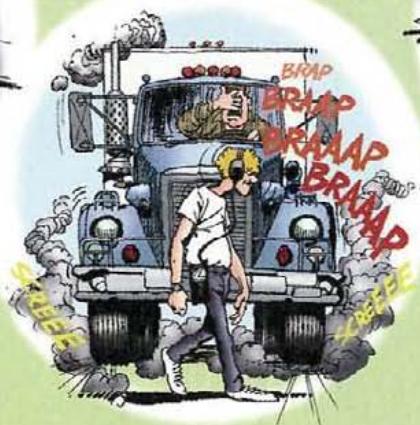
STATE OF

ARTIST: GEORGE WOODBRIDGE

...a portable cassette player with earphones designed so expertly that all other sounds are blocked out.



...a computerized auto ignition system that can only be repaired by a mechanic with a Ph.D. from a Japanese University.



...an emergency spare tire that takes up 20% less space in the trunk, and takes you 99% fewer miles on the road.



... a lawn sprinkler system that turns on automatically at the same time each day—and soaks any poor wretch who is unlucky enough to be passing your yard.

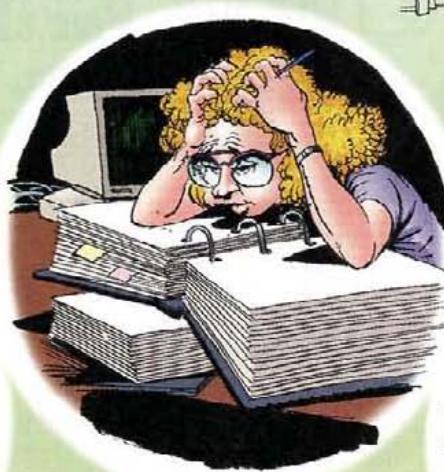
... a diesel car that can travel 550 miles on a single tank—which is almost far enough to get you to the next station that sells diesel fuel.



... an amazing liquid vitamin that enables you to grow tomatoes twelve inches in diameter—and creates mutant worms twelve feet long to eat them.

THE ART IS...

WRITER: TOM KOCH



... a word processor that allows you to fix mistakes without retyping the whole page—assuming you can read and understand the whole instruction manual that tells you how to do it.



... a garage door that can be opened with a remote control device—except when you leave it inside the glove compartment, which is inside the car, which is inside the locked garage.

TUNER FISHING DEPT.

The most successful cable networks today are those that specialize — like ESPN (sports), CNN (news), Lifetime (women), The Weather Channel (What else?), Cinemax (movies) and Showtime (more movies). You can bet this is only the beginning. It's just a matter of time before cable TV will hit other specialized areas. Just think of the time you'll be able to waste as you flip your dial and choose from among the assortment of...

SPECIAL NETWO

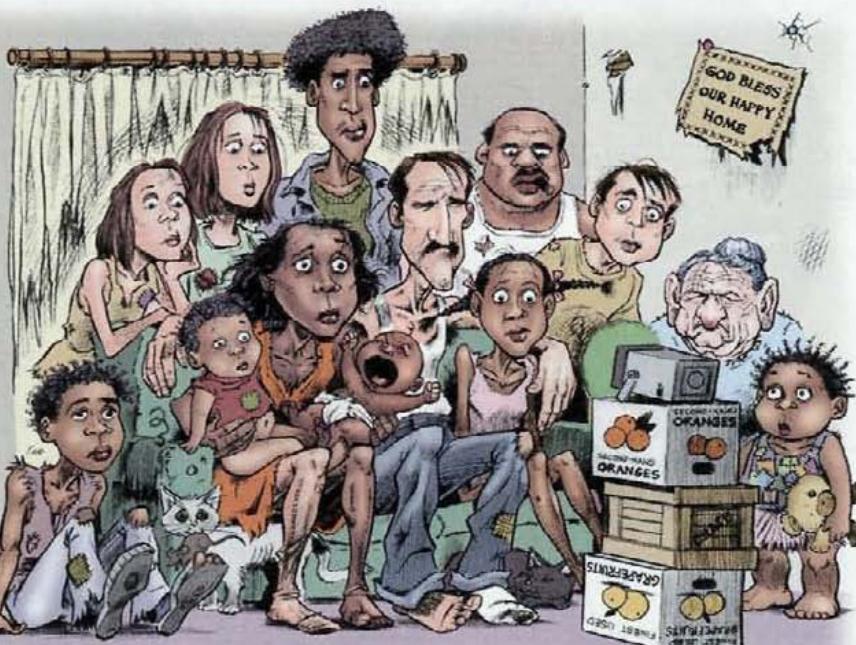
WEIRDVISION For Creeps and Loonies



4:00 P.M.

CRAZE OF OUR LIVES—Serial
Mary Beth's flossing compulsion gets worse after Richard sees Satan in the local 7-11. Phillip gets Olivia to bankroll his under-water commune.

THE HAVE-NOT NETWORK For the Very Poor



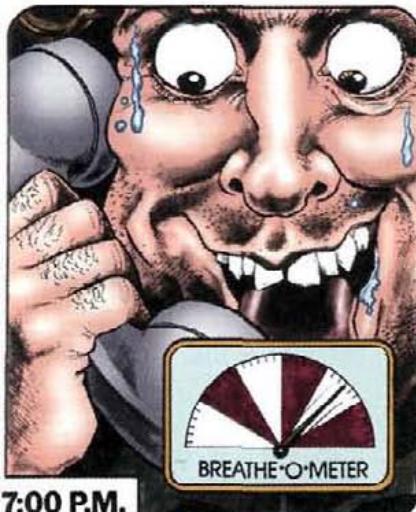
3:00 P.M.

CONNIE'S KITCHEN Today: Six minimally nutritious dishes you can feed a family of eight, with left-over dog food and sawdust.

ZED CABLE TV WORKS OF THE FUTURE

ARTIST: SAM VIVIANO

WRITER: FRANK JACOBS & EARLE DOUD



7:00 P.M.

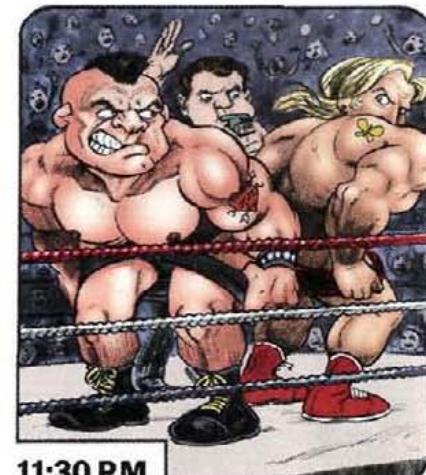
SPECIAL The Regional Finals of our Obscene Phone-Callers Breathe-athon, live from Akron, Ohio.



10:30 P.M.

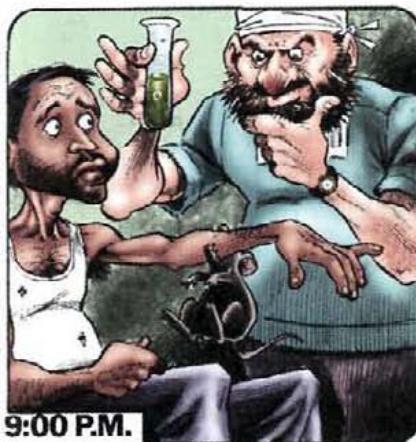
NUTLINE WITH RED BOPPEL

—News WeirdoVision correspondents provide proof for the theory that the Grand Canyon was a shopping center for the ancients.



11:30 P.M.

TOP-RANKED MOONING Main bout: Middleweight "Buns" Worthington takes on "Cheeks" McInerney. Live from Atlantic City.



9:00 P.M.

TRAPDOOR JOHN, M.D.—

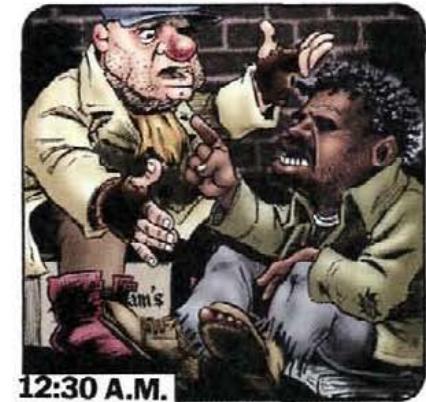
Drama When a rat invasion creates a typhus epidemic, Trapdoor uses his ghetto patients as human guinea pigs for untested serums.



11:00 P.M.

MOVIE—Drama "I was a Teenage Blood Donor."

An illiterate high-school drop-out vows vengeance on a clinic when the blood he wants to sell for drug money is turned down for containing an icky substance.

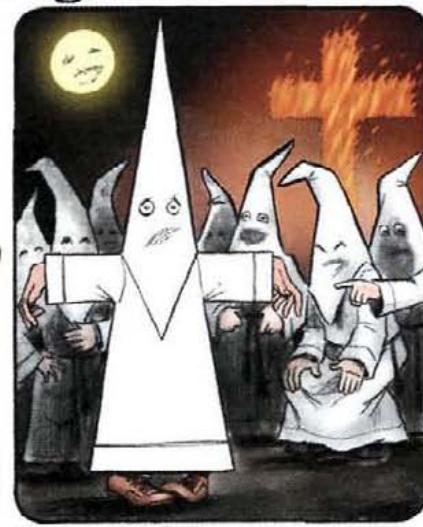


12:30 A.M.

BEGGING, AMERICAN STYLE

—Debate Panhandlers Roscoe Muncrief and Slats Pomeroy argue which is comfier as a doorway mattress—discarded liquor cartons or the Sunday N.Y. Times.

THE HATE CHANNEL For Bigots



7:00 P.M.
THE FOSTER FAMILY—Drama
Charlie loses his job and blames it on the Jews. Donna turns in her spic gardener into immigration. Billy and Uncle Andy dynamite a gook's flower shop.

9:30 P.M.
THOSE KRAZY KLANSMEN—Comedy
Eddie shows up late for a midnight cross-burning after Myra starches his sheet.

10:00 P.M.
SING ALONG WITH HEINRICH—Variety
The Brownshirt Boys render a medley of Nazi marching songs, accompanied by the Stormtrooper Strings and the Mein Kampf Dancers.

THE NEUROTIC NETWORK For People With Problems



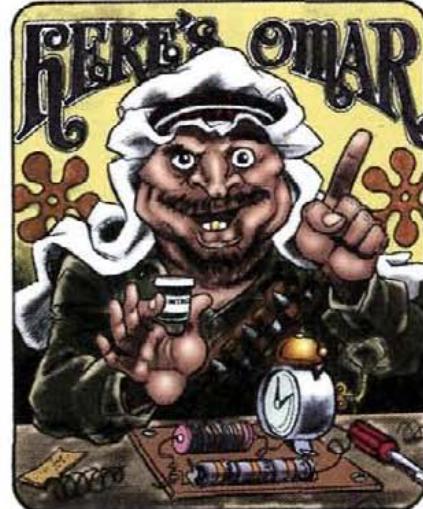
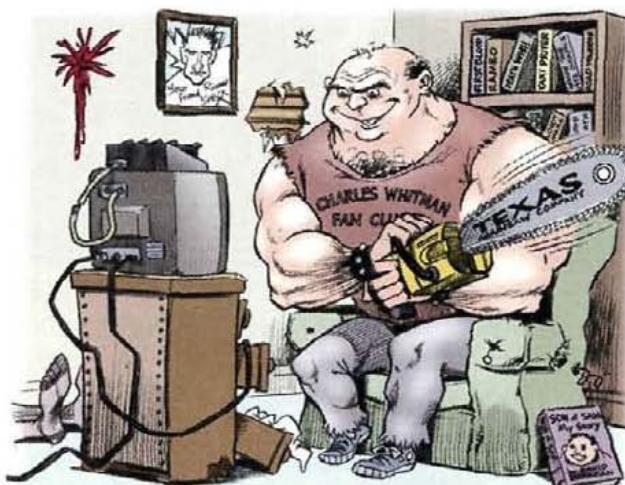
8:00 A.M.
WEATHER Meteorologist Warren Wyman points out the possibilities of rain and the guilt he feels in even bringing it up.

1:00 P.M.
GREAT LIVES—Documentary
Today: Why Napoleon Bonaparte conquered Europe and how it still wasn't enough for his mother.

4:00 P.M.
BOXING'S BIGGEST MOMENTS A playback of the Marvin Mugler-Lester Hearns '73 title bout. Key moment: When Mugler faces arena fans and yells, "What the hell are you staring at?"

THE VIOLENCE CHANNEL

For the Bloodthirsty

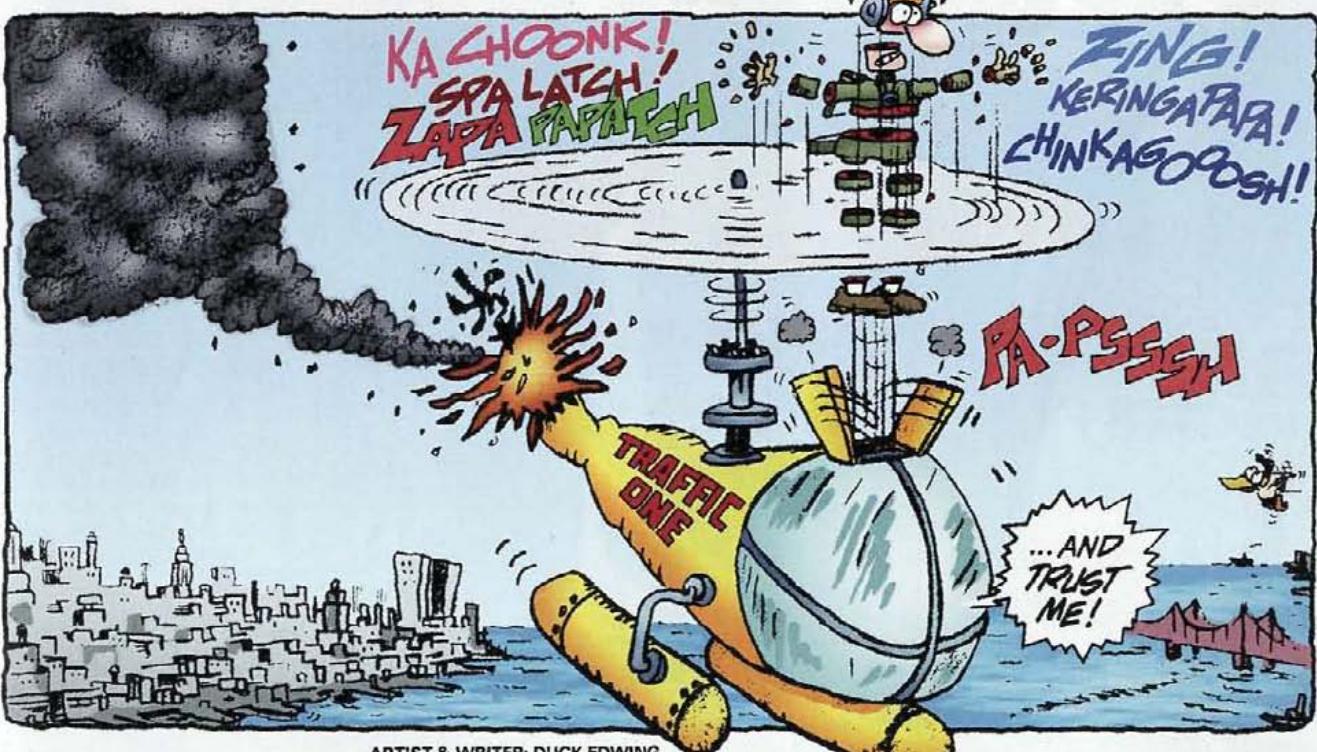


6:00 P.M.
LET'S TALK TERRORISM—Discussion
Syrian fanatic Omar Wahdi demonstrates how to make a car-bomb at home for under \$20.

7:30 P.M.
CRUNCHER IN CHARGE—Comedy
Cruncher mistakes a UPS delivery man for a rival street-gang leader and fractures his skull with a crowbar. Wally's shotgun goes off in his face. Zappy drives his motorcycle into a funeral procession.

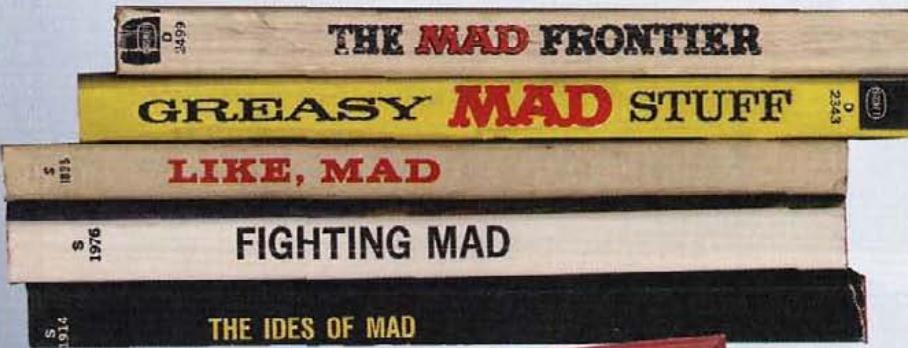
8:00 P.M.
BLOODSHED BEAT Highlights: Coverage of Ugandan troops wiping out a defenseless village; close-ups of airliner crash victims; scenes of Chilean death squads in action.

THE CHILLING CHOPPER CHAPTER

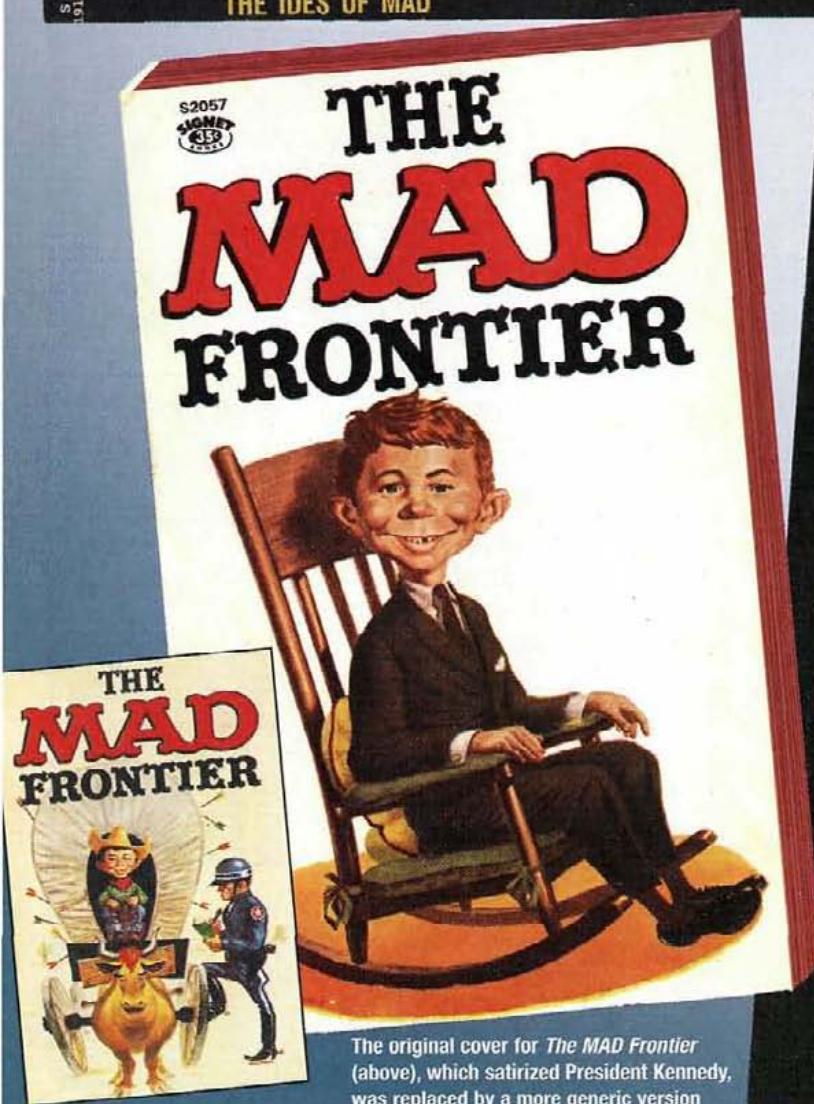




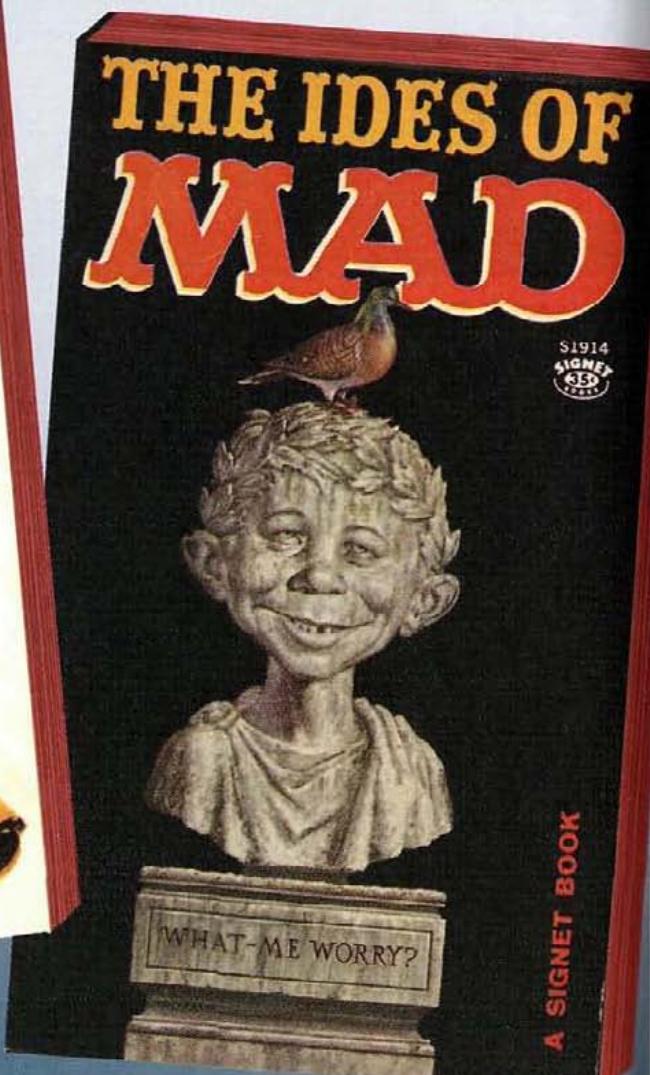
During a freak snowstorm, we found ourselves trapped in our stockroom with no source of food and little to occupy our attention. However, our situation improved after we found our collection of MAD paperbacks (which we seem to misplace *constantly*!). The bad news is that, although a fine source of fiber, they aren't particularly edible. But, on the plus side, they feature artwork that hasn't been seen in years. So, although we're still hungry, we *were* able to continue this increasingly self-important showcase! This month, we take a look at some of MAD's paperbacks from the early 1960s, all illustrated by Frank Kelly Freas.



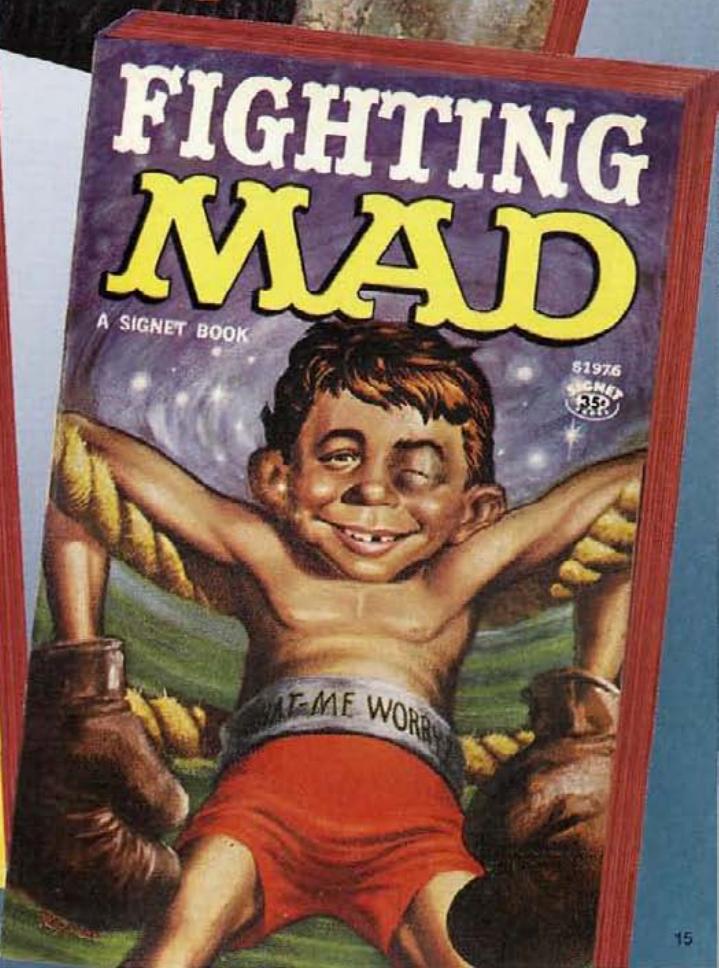
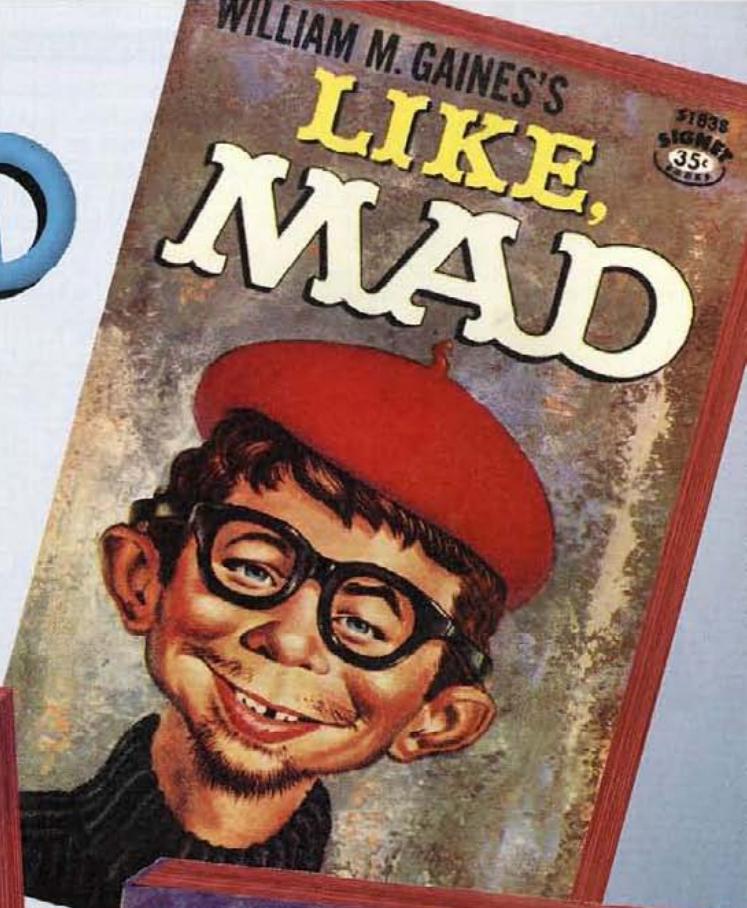
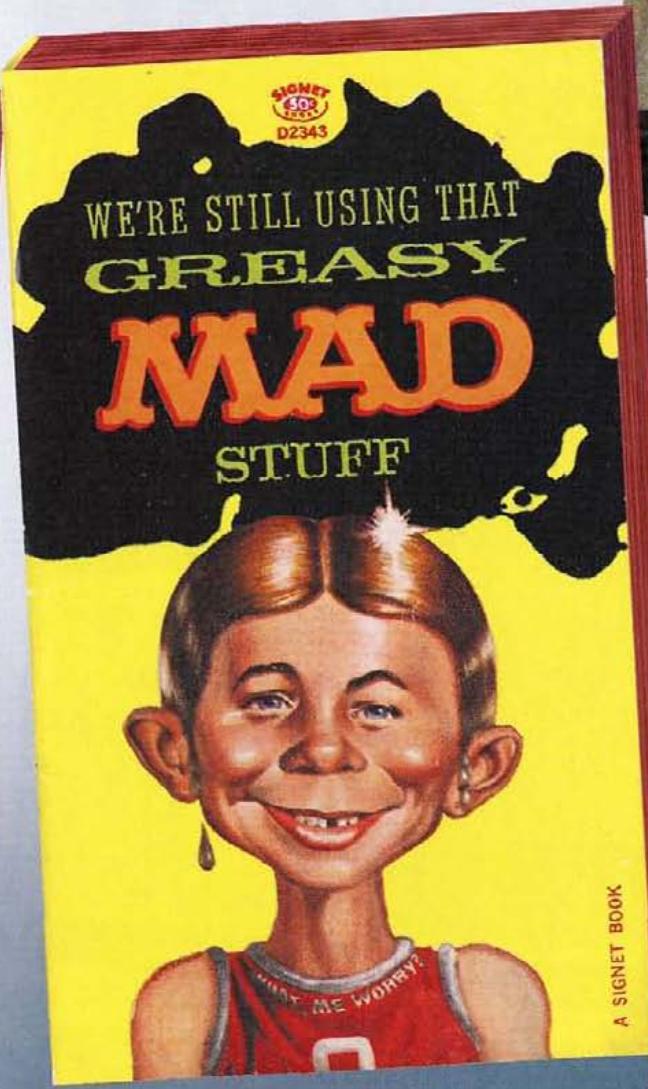
MAD's READY CO



The original cover for *The MAD Frontier* (above), which satirized President Kennedy, was replaced by a more generic version (left) after his assassination.



COVERED VERS

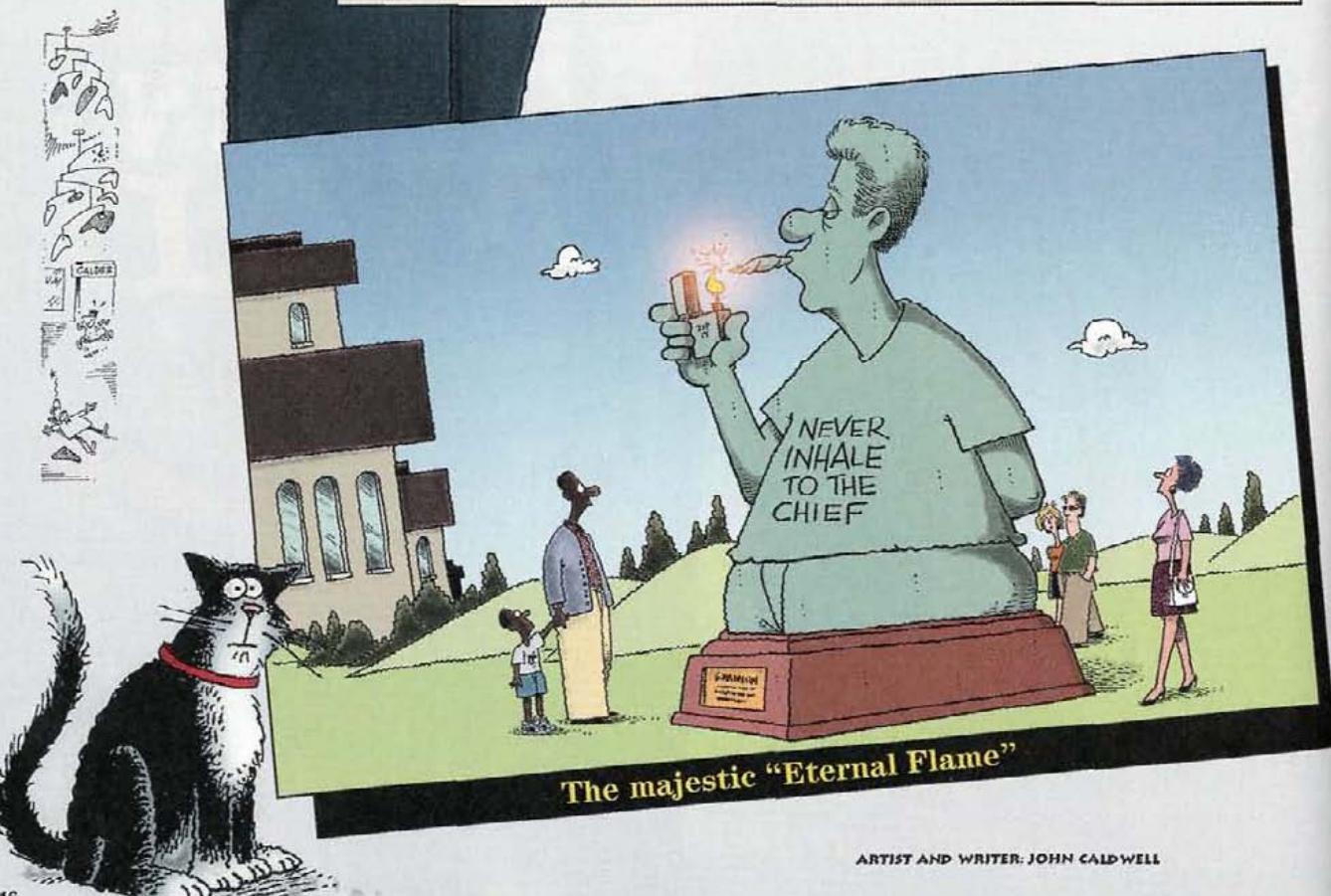




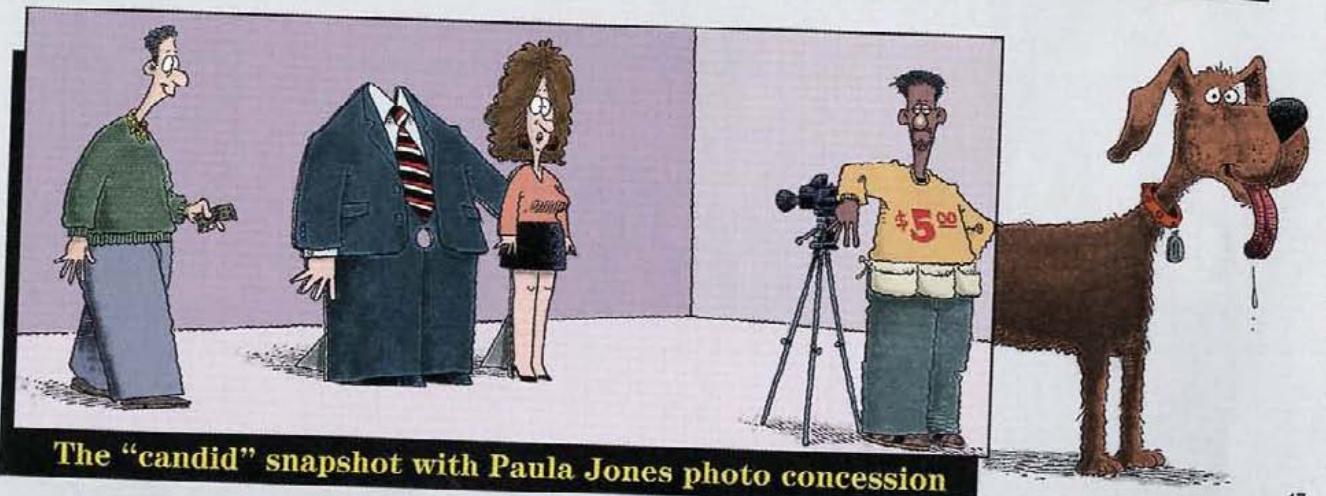
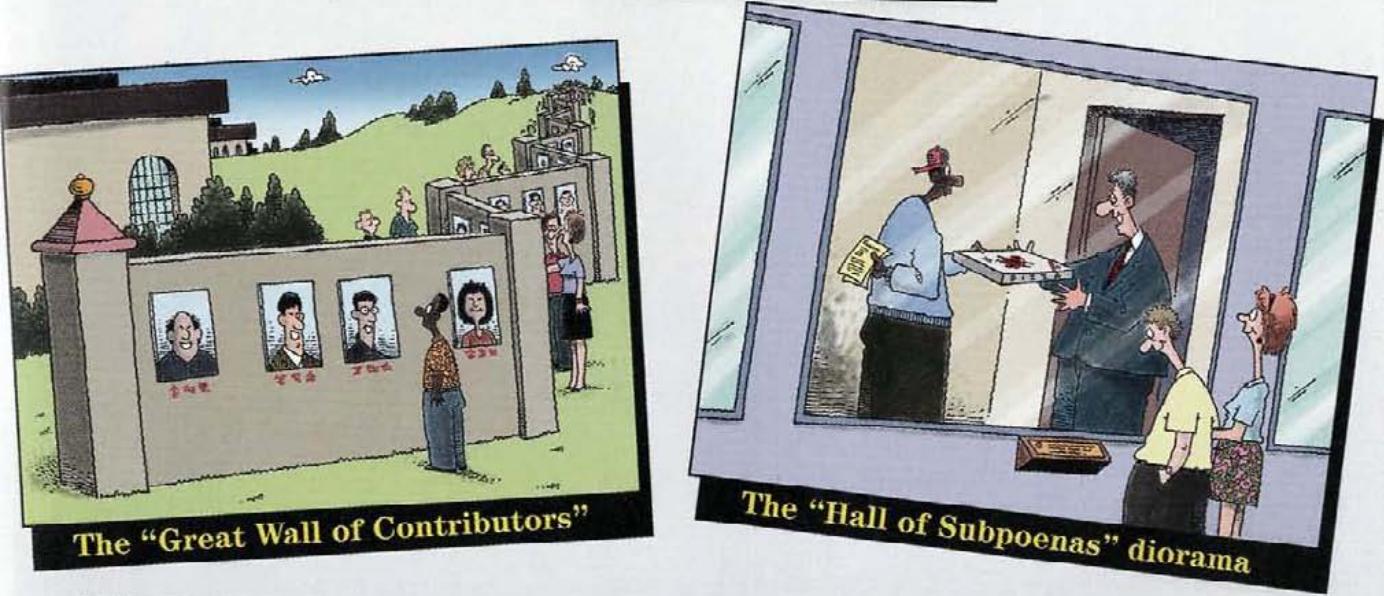
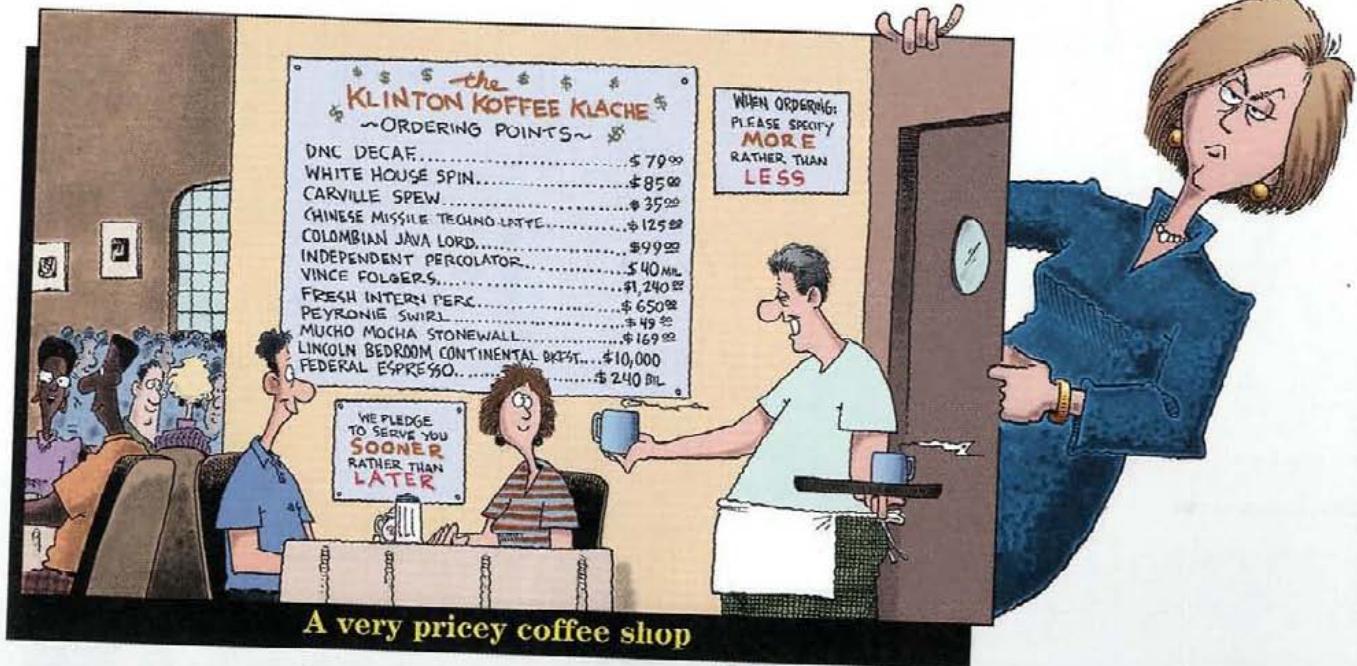
ASSAIL TO THE CHIEF DEPT.

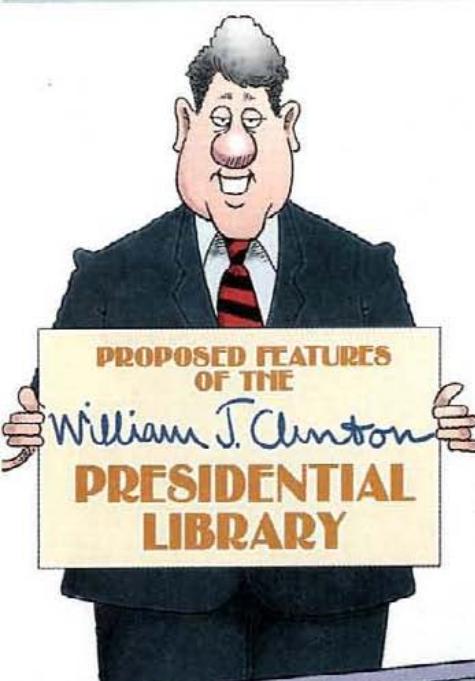
As President Clinton completes his final term amidst a steady wave of controversy, the question America is asking is: What will his legacy be? Will it be his sending troops into Bosnia or having a mirrored ceiling installed in the Lincoln bedroom? Will it be single-handedly getting NAFTA approved or single-handedly getting McDonald's to add the 48-piece Chicken McNuggets to the menu? Perhaps you'll have a better idea how the 42nd Chief Executive will be remembered after you take a gander at these...

PROPOSED FEATURES OF THE William J. Clinton PRESIDENTIAL LIBRARY

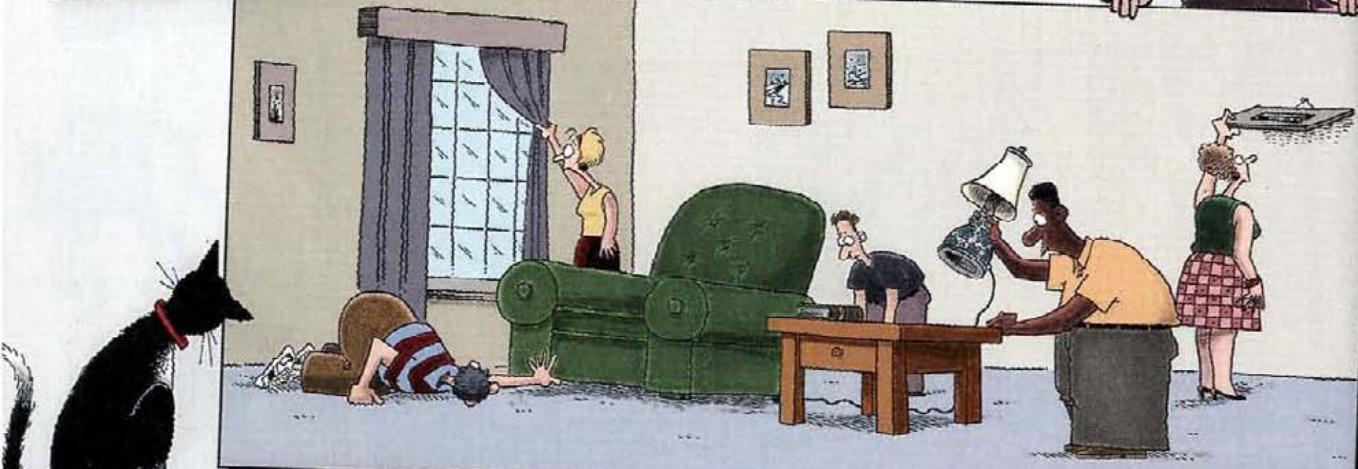
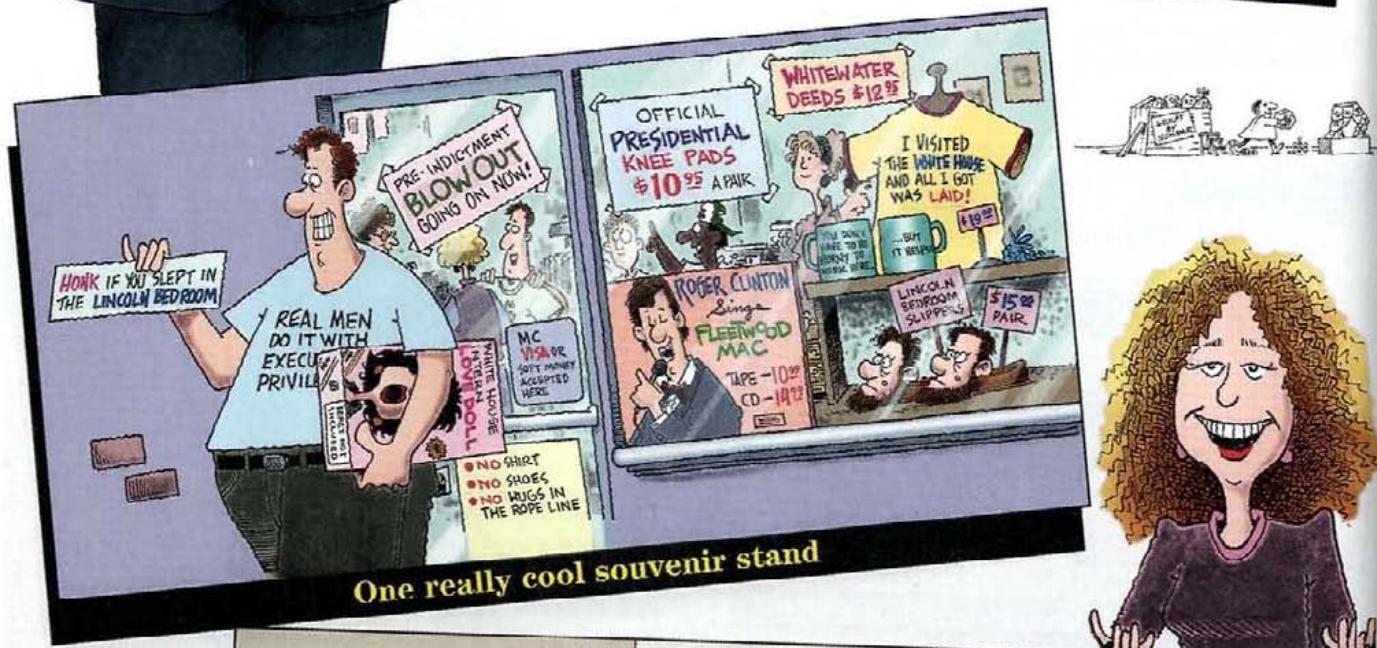
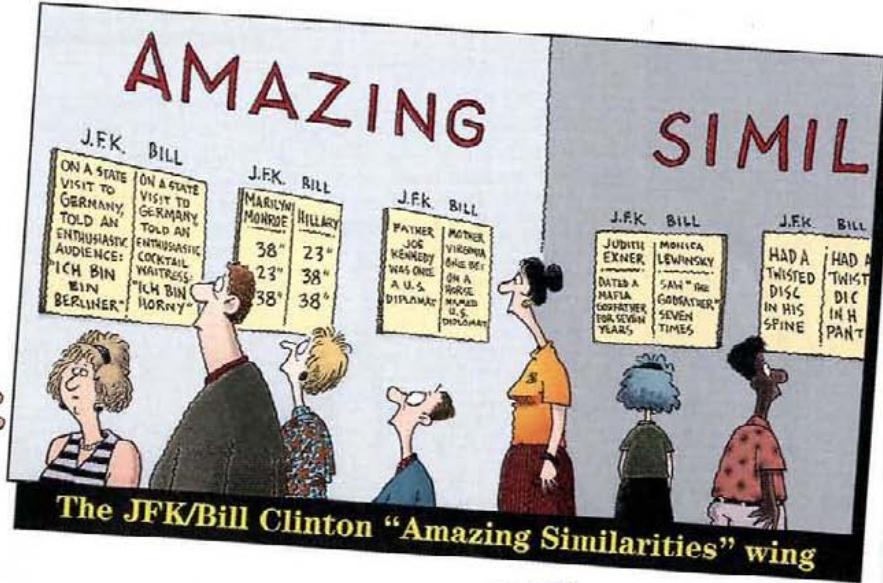


ARTIST AND WRITER: JOHN CALDWELL





**PROPOSED FEATURES
OF THE
William J. Clinton
PRESIDENTIAL
LIBRARY**

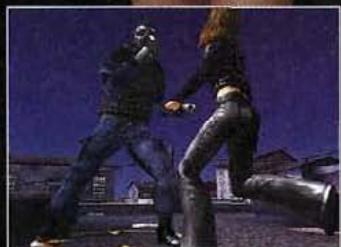


The interactive "Try to Find the Rose Law Firm Billing Records" room

STEALTH BOMBSHELL



PRE-ORDER NOW & RECEIVE A
LIMITED EDITION
**SYDNEY
BRISTOW
POSTER**



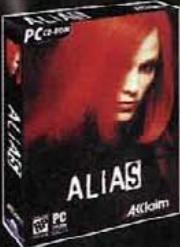
High-impact, motion-captured combat



Spy gadgets, high-tech & makeshift weaponry



Intense camera work from multiple angles



BASED ON AN ORIGINAL STORY FROM THE
CREATORS OF THE SMASH HIT TV SERIES >>

She's a stealth bombshell with spy skills. A covert agent with kung-fu moves. For Sydney Bristow life is the deadliest of games—one of infiltration, espionage and action. Now her mission is yours. Go deep into her dangerous world and unlock the secrets behind TV's hottest sensation.

ALIAS™



Watch Alias
Sundays 9/8c
on ABC



PlayStation 2

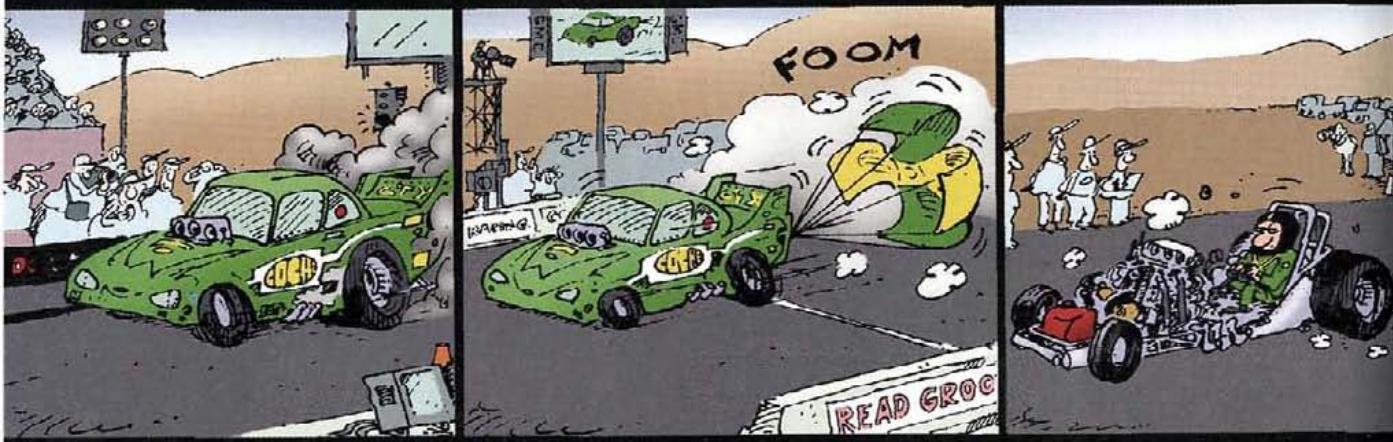
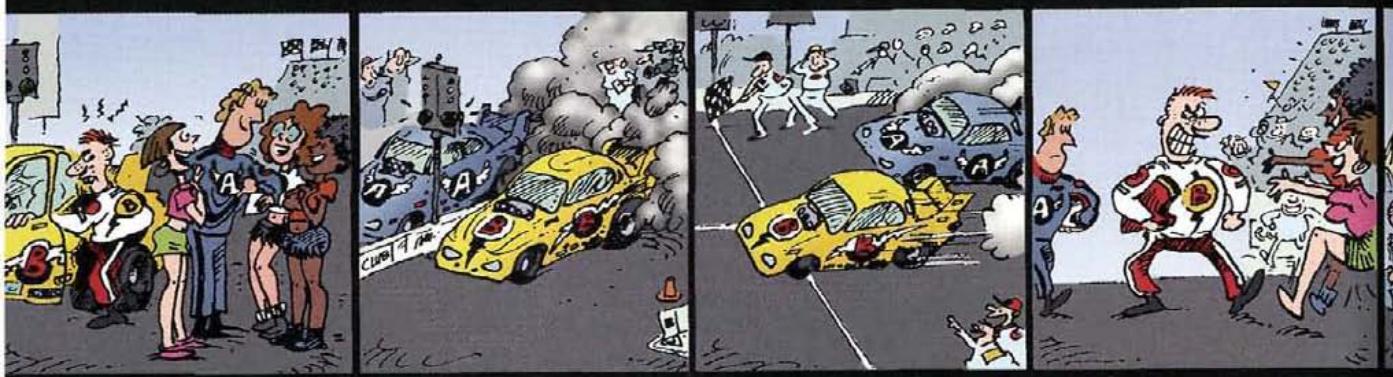
Acclaim
www.acclaim.com

ALIASTHEGAME.COM

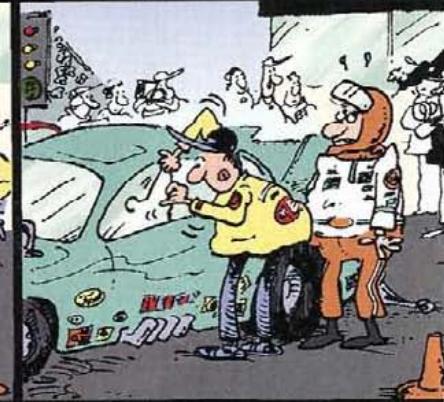
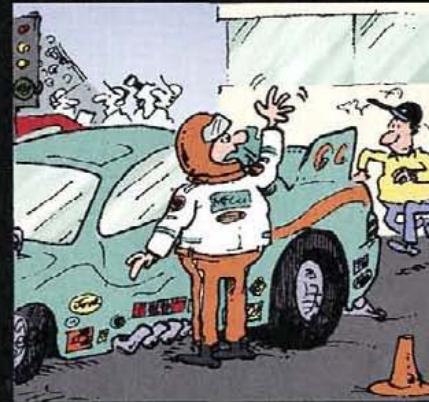
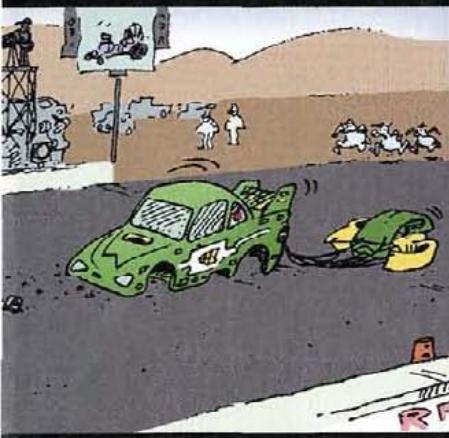
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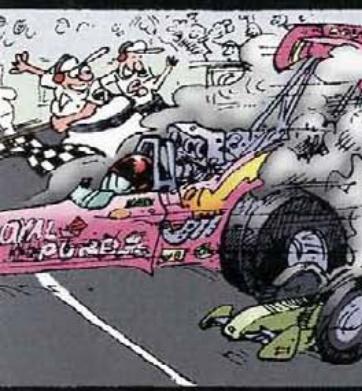
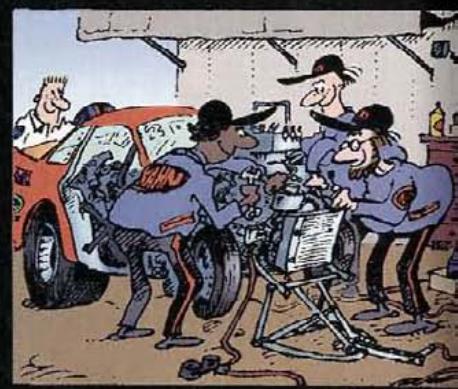
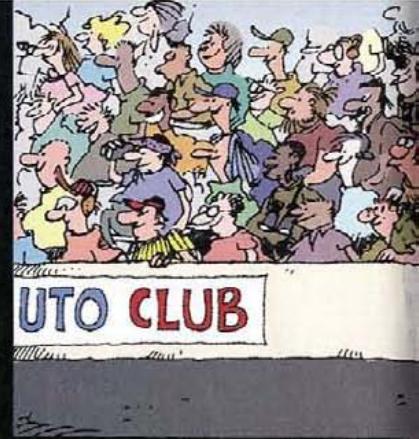
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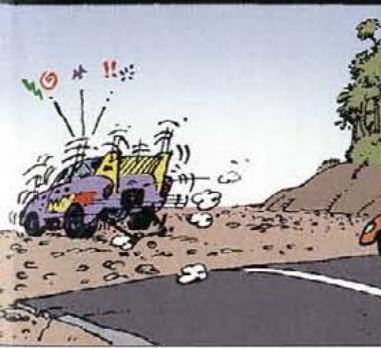
ARTIST AND WRITER: SERGIO ARAGONES



RAG RACING



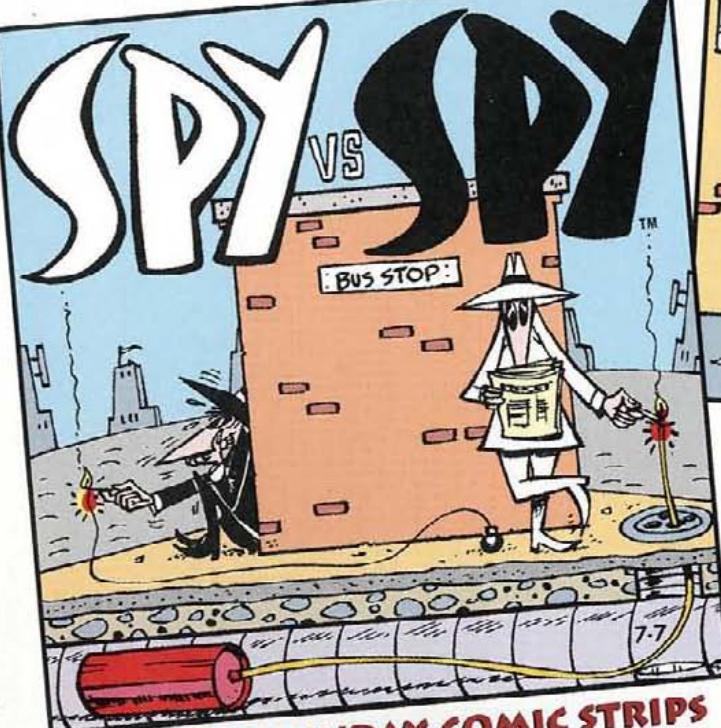






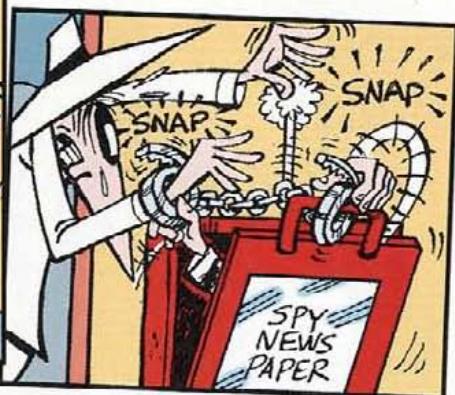
Manolafel

Mademi and Child



THE LOST SUNDAY COMIC STRIPS

ARTIST: DAVE MANAK
WRITER: DUCK EDWING





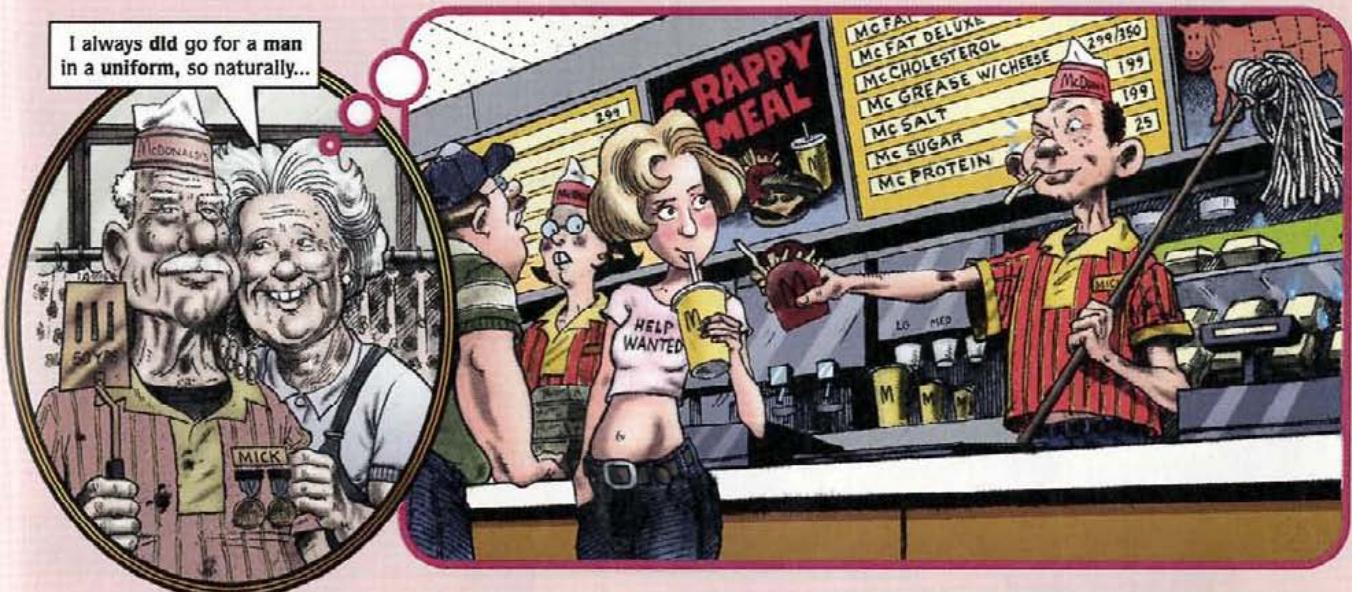
Ask your grandparents when and how they met and you'll probably get answers like "at a church social," "on a hayride," or "in the malt shop." Ask your parents, and it'll be "at the anti-war demonstration," "in a commune outside Santa Fe," or "on an LSD trip." So, what about you and all your slacker friends? What sort of lame crap will you be trying to pass off as "romantic" to your grandkids 50 years from now? We're betting it'll be one of these...

"How We First Met" Stories THAT TODAY'S YOUNG LOVERS WILL BE STUCK WITH

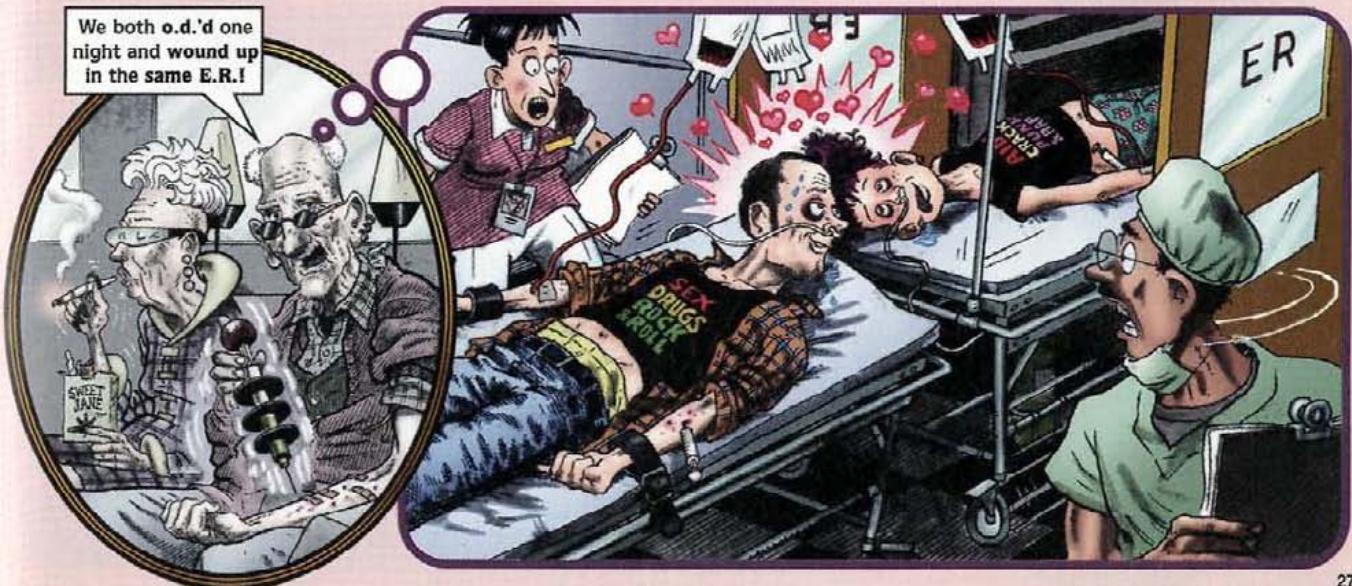
ARTIST: R.J. MATSON

WRITER: MIKE SNIDER

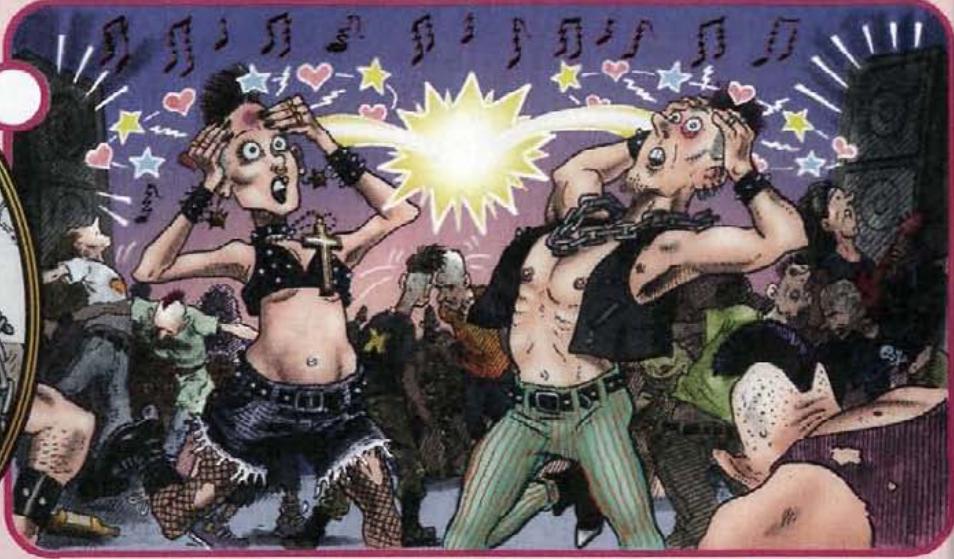
I always did go for a man in a uniform, so naturally...



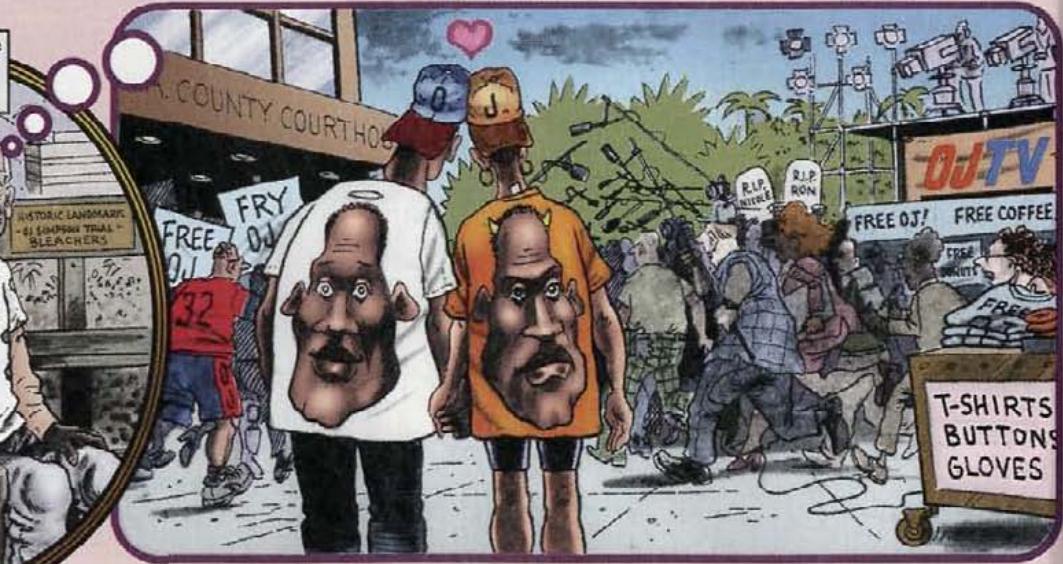
We both o.d.'d one night and wound up in the same E.R.!



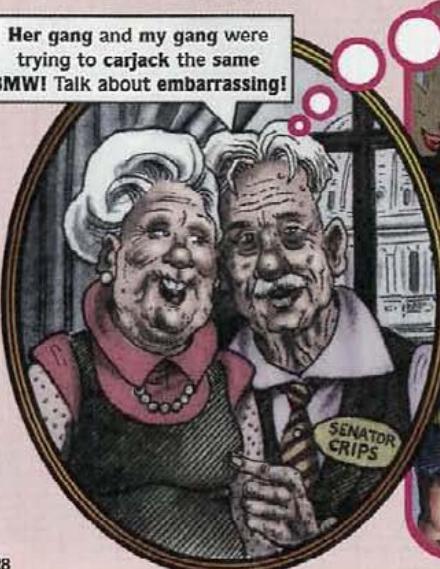
...and the moment
our heads butted in
that mosh pit, I knew
he was the one!



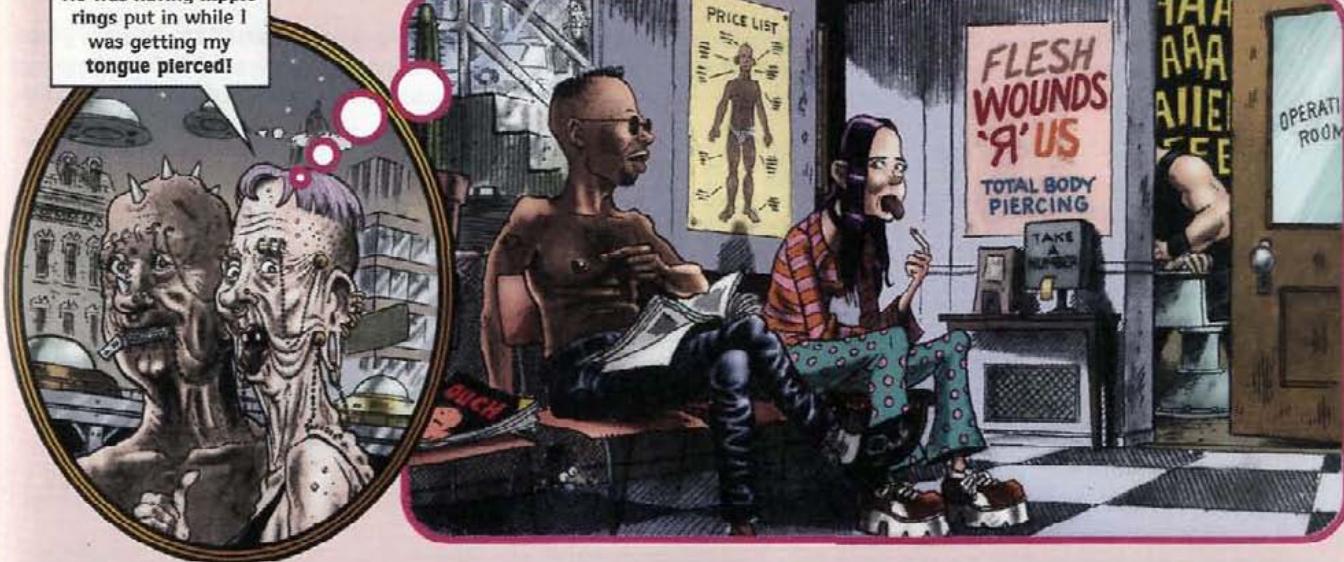
For nine straight months we
hung out at the O.J. trial,
for no good reason!



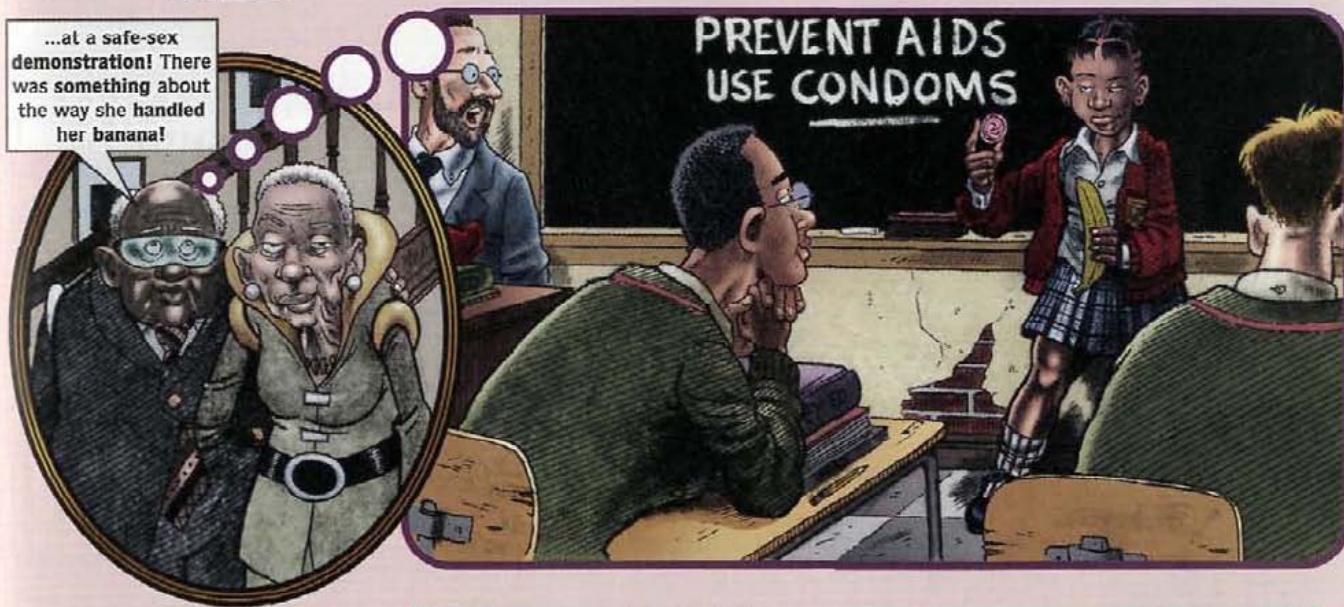
Her gang and my gang were
trying to carjack the same
BMW! Talk about embarrassing!



He was having nipple rings put in while I was getting my tongue pierced!



...at a safe-sex demonstration! There was something about the way she handled her banana!



PREVENT AIDS
USE CONDOMS

We were both stalking Keanu Reeves!



It's amazing how the U.S. Congress somehow spends more and more money each year. This mystery is one that every politician devotes his whole career to blaming on someone else. However, MAD researchers have finally dug up the truth. We've dis-

WHY THE U.S. GOV REALLY

ARTIST: GEORGE WOODBRIDGE

WRITER: TOM KOCH

April 21, 1964

FUNDS APPROVED FOR ANTI-SMOKING CAMPAIGN

The U.S. Surgeon General's Office today received \$4,000,000 from Congress to publicize its recent findings that cigarette smoking can be fatal. A spokesman for the Surgeon General said that the money will be used to mount a long term campaign of health warnings about the risk of using tobacco.



September 14, 1984

FEDERAL AID VOTED FOR TOBACCO GROWERS

Congress today approved a \$575,000,000 subsidy program to aid the nation's struggling tobacco farmers. The assistance became necessary after sales of the crop declined for the eighteenth straight year, due to repeated health warnings about the hazards of smoking.



October 3, 1979

WINNING THIRD WORLD FRIENDS: A U.S. POWER PLANT FOR S. GUMBA

Citing the move as "an inexpensive way to win friends in the Third World," the U.S. today announced plans to build a \$5,000,000 electric power plant in the tiny, impoverished nation of South Gumba. South Gumba presently has no electricity, in addition to having no industry or agriculture.



May 16, 1984

N. GUMBA INVADES S. GUMBA; U.S. TO SEND MILITARY AID

Congress today voted \$240,000,000 in military aid to tiny, beleaguered South Gumba, following its invasion by well equipped forces from neighboring North Gumba. The North Gumbans attacked in the apparent hope of capturing South Gumba's new electric power plant, which is the country's only asset.



covered that Congressional spending is forever on the rise because almost every government appropriation creates a later need for a much bigger appropriation to undo the effects of the first appropriation. These clippings will clearly show—

VERNMENT SPENDS SO MUCH

November 23, 1967

\$80,000,000 VOTED FOR STUDENT LOAN PROGRAM

Congress today approved legislation that will give \$80,000,000 in low interest loans to needy college students during the next ten years. Backers of the program said it will save money in the long run by educating those who might otherwise become lifelong welfare cases.



February 17, 1985

STARVING ANTHROPOLOGISTS TO GET GOVERNMENT AID

Congress today approved a \$950,000,000 aid package for the nation's 600,000 chronic unemployables who hold Ph.D. degrees in anthropology. Most of the destitute individuals were trained under the Student Loan Act of 1967.



June 29, 1957

EMERGENCY BAILOUT FOR DAIRY FARMERS

The Wisconsin congressional delegation today won approval for its standby program to have the Federal Government buy cheese from dairy farmers, in the event of a drastic fall in market prices. The plan will cost only \$100,000 a year to administer because no actual government cheese purchases are anticipated in the foreseeable future.



October 6, 1983

SENATOR DEDICATES CHEESE WAREHOUSE

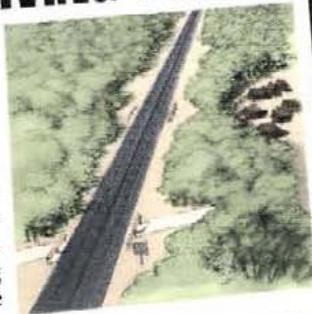
A billion-dollar warehouse, built solely to store government surplus cheese, was dedicated today by Wisconsin Senator Hans Gunthenfitter. The building is twice as large as the Pentagon, and will house most of the nation's annual cheese production, which is now bought by the government under Federal price subsidy programs.



March 12, 1981

NEW HIGHWAY TO CUT FLORIDA DRIVING TIME

Work was today completed on a \$36,000,000 Federally funded project to eliminate several dangerous curves along a four-mile stretch of U.S. Highway 1 near Palm Beach, Florida. The modernization program is expected to reduce driving time between Jacksonville and Miami.



February 27, 1982

GOVERNMENT TO AID TOWN BYPASSED BY HIGHWAY

Almost \$83,000,000 in Federal emergency aid has been granted to the town of Sagging Springs, Florida, where employment at gas stations, restaurants and motels dropped 98 per-cent when a new highway that bypasses the community was opened last year.



January 15, 1983

END FORCED RETIREMENT CUTS SOCIAL SECURITY

The new law banning forced retirement in U.S. industry at age 65 is expected to slow the spiraling expense of the Social Security Department. The ban will cost only \$3,000,000 a year to enforce, but experts estimate that it will keep 750,000 older workers on the job.



April 5, 1984

PAYMENTS ZOOM AS OLD CLING TO JOBS

The government paid almost one-billion-dollars in unemployment benefits last year to recent high school and college graduates who were unable to enter the job market because older workers refused to quit.



August 20, 1974

FUNDS APPROVED FOR NEW WILDERNESS TRAIL

The President today signed legislation providing almost \$20,000,000 for construction of a Rocky Mountain Wilderness Trail that will wind through six National Parks in Colorado and Wyoming.



March 19, 1984

FENCE PLANNED TO KEEP ANIMALS IN WILDERNESS

The President today signed legislation providing \$92,000,000 for construction of a long chain link fence that will prevent dangerous grizzly bears from leaving National Parks to take up residence in nearby cities.



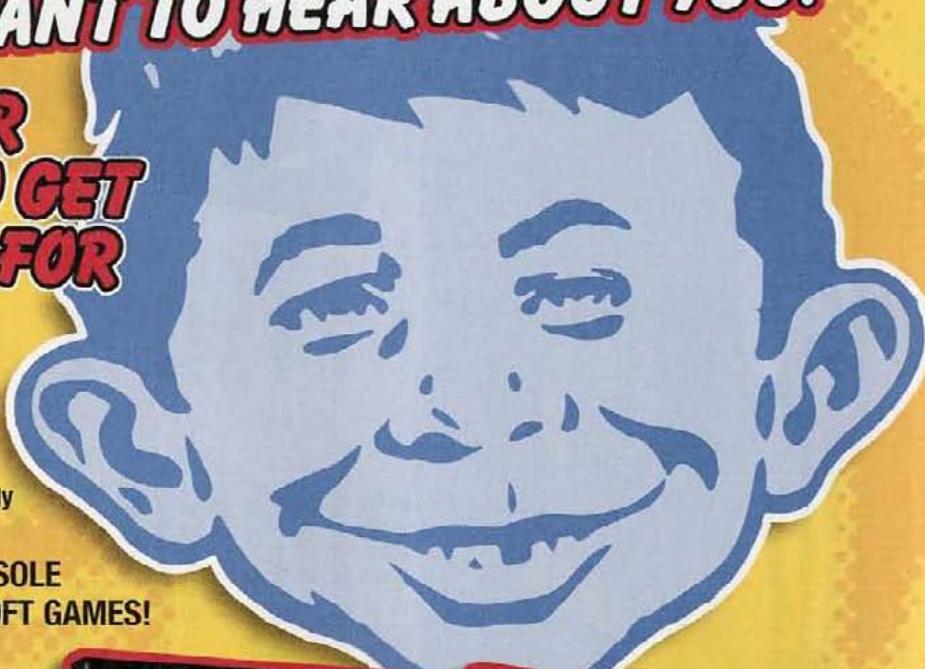
HEY TEENS AND COLLEGE STUDENTS!

(AND THE REST OF YOU CHEAPSKATES!)

WE WANT TO HEAR ABOUT YOU!

HERE'S YOUR
CHANCE TO GET
SOMETHING FOR
FREE!

Go to www.madmag.com/madsurvey, answer our stupid questions, and you will be automatically entered into a sweepstakes to win the Grand Prize of a GAMING CONSOLE and A COLLECTION OF UBISOFT GAMES!



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It's been almost ten years now since upstart MAD TV dared to challenge long-time powerhouse Saturday Night Live in the late night sketch comedy arena. Both have had their ups and downs and the competition has been the subject of much speculation in the press. But how are the shows really stacking up? Isn't it time that someone took a cold, totally objective and unbiased look at the situation? And who better than us, the magazine that was the inspiration for MAD TV (AND Saturday Night Live, now that we come to think of it!) Letting the chips fall where they may, here's our tallying off...

MAD TV

(THE SCORE SO FAR)

CELEBRATE +
LIVE +
THE FESTIVAL



SNL:

90 minutes long +50 Points
MAD TV:
 60 minutes long +400 Points

SNL:

Absolutely no resemblance
 to MAD Magazine whatsoever +5,000 Points
MAD TV:
 Absolutely no resemblance
 to MAD Magazine whatsoever +5,000 Points

SNL:

Always the threat of one of their
 annoying catch phrases taking -50 Points
MAD TV:
 No threat of that +50 Points

SNL:

Makes you think anybody,
 no matter how untalented,
 can get a job as a cast
 member of a national
 sketch TV comedy show -500 Points

MAD TV:
 Proves it -5,000 Points

LOWEDRED
EXPECTATIONS



Many times, the cast
outnumbers the viewers.....-500 Points

MAD TV:

Many times, the cast
outnumbers the jokes.....-5,000 Points

MAD TV:

Makes fun of many bad movies.....+50 Points

SNL:

Is the cause of many bad movies.....-500 Points

MAD TV:

Most shameful moment:
Allowing Pauly Shore to host.....-1,000 Points

SNL:

Most shameful moment:
Seasons six through twenty.....-10,000 Points

SNL:

Fake commercials often
funniest part of the show.....+1,000 Points

MAD TV:

Real commercials often
funniest part of the show.....-1,000 Points

MAD TV:

Always watched over by
the looming, ineane face
of Alfred E. Neuman.....-1,000 Points

SNL:

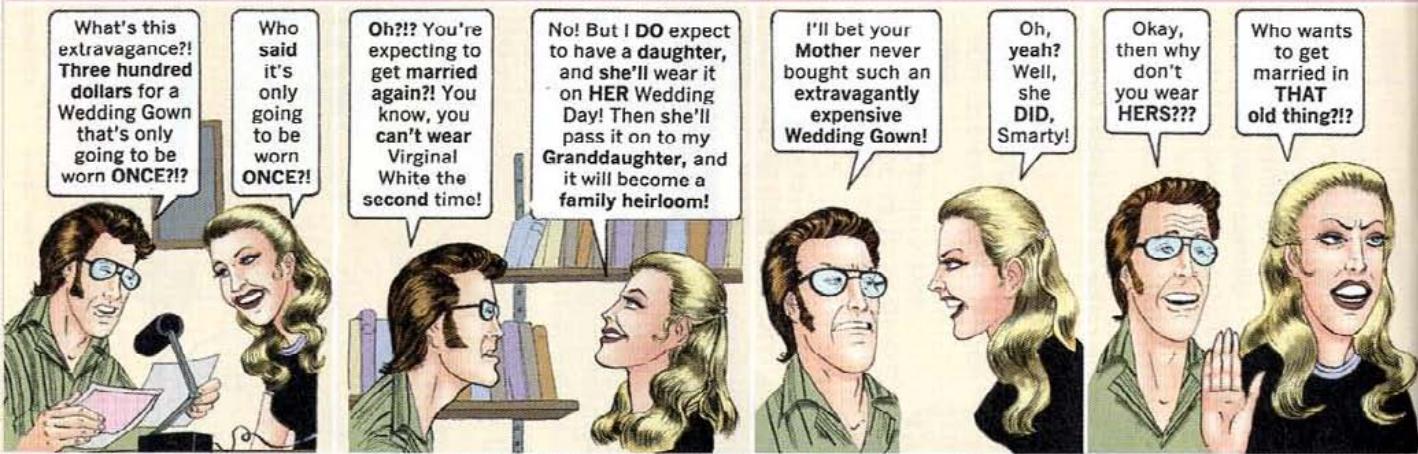
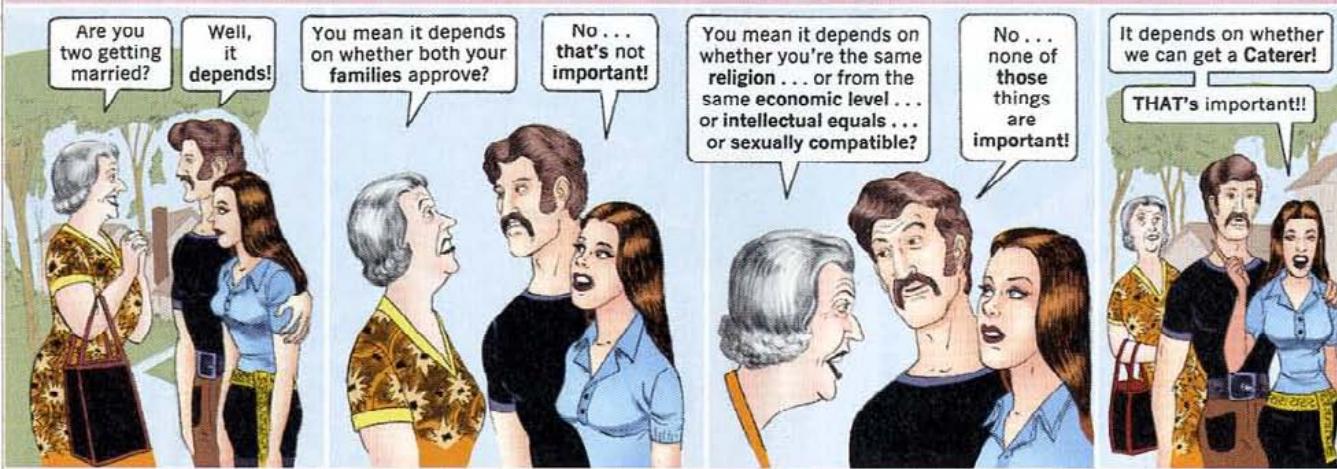
Always watched over by
the looming, ineane face
of Lorne Michaels.....-2,000 Points

TOTAL:
SNL: -1,000
MAD TV: -7,500

TULK

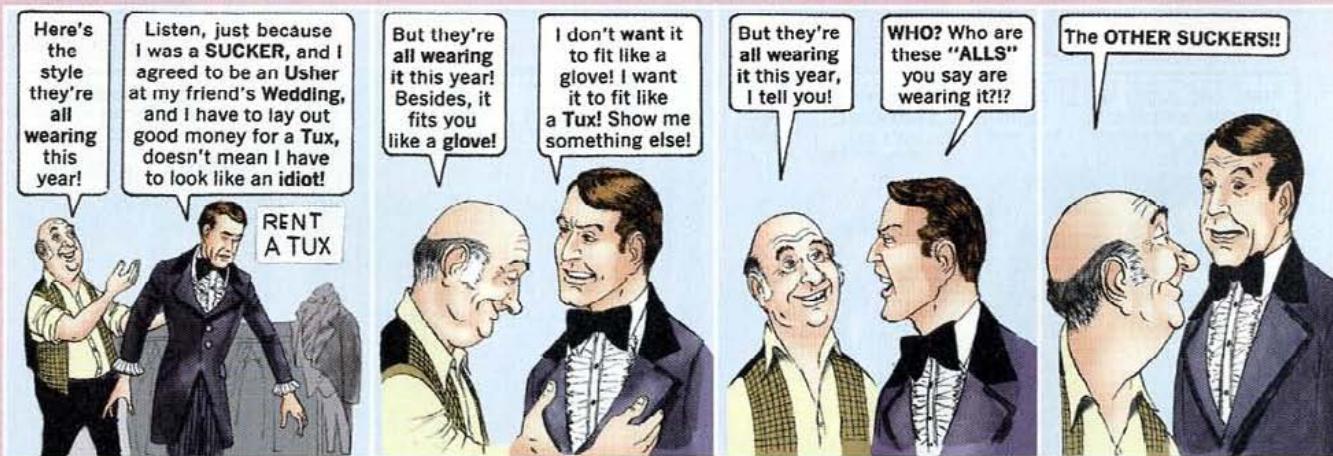
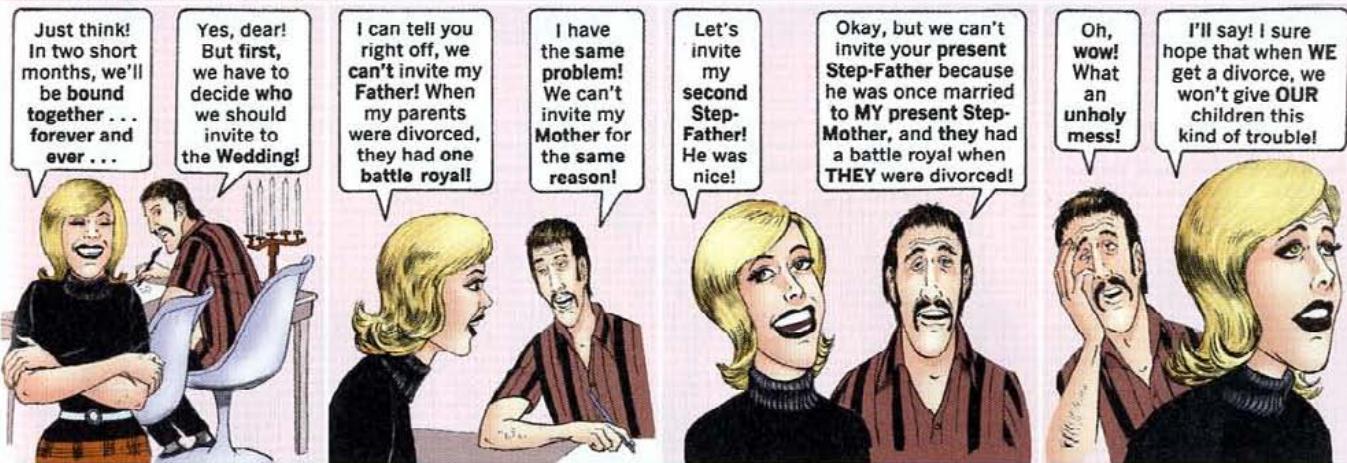
To be continued this (and unfortunately every) Saturday Night!

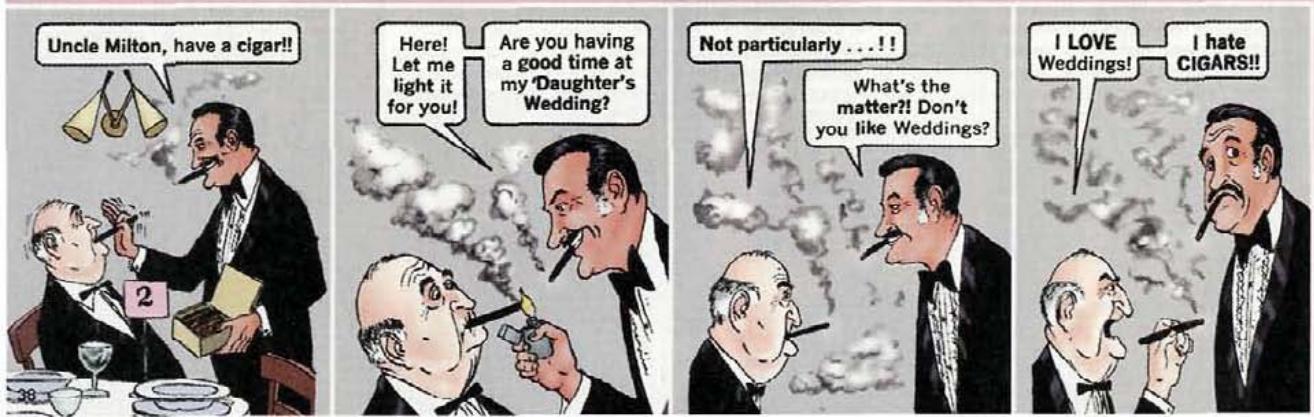
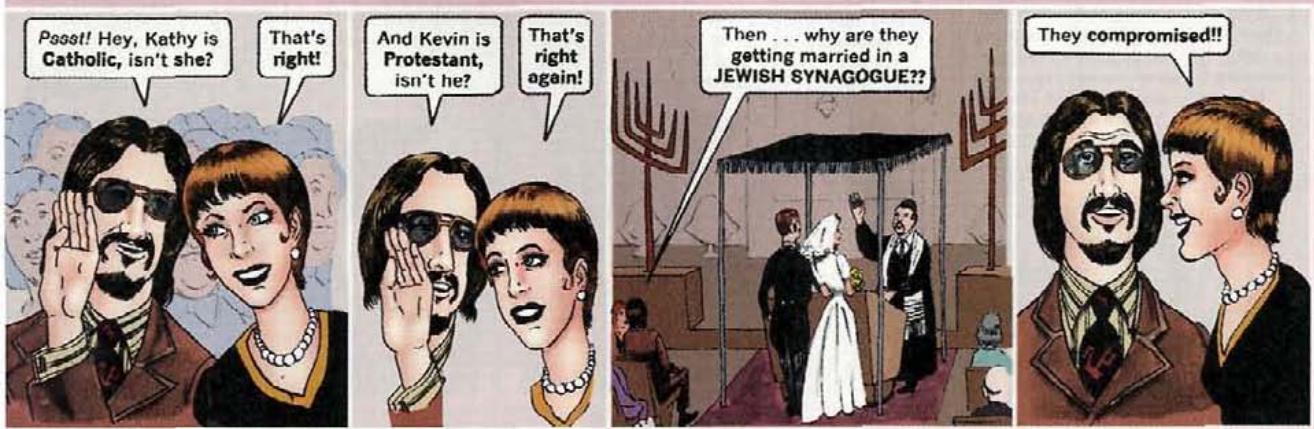
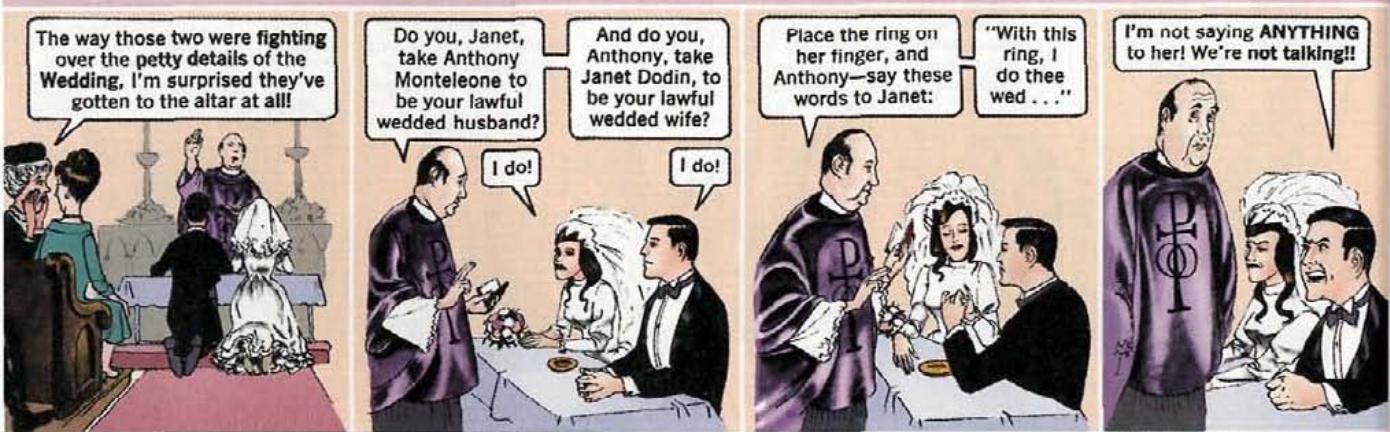
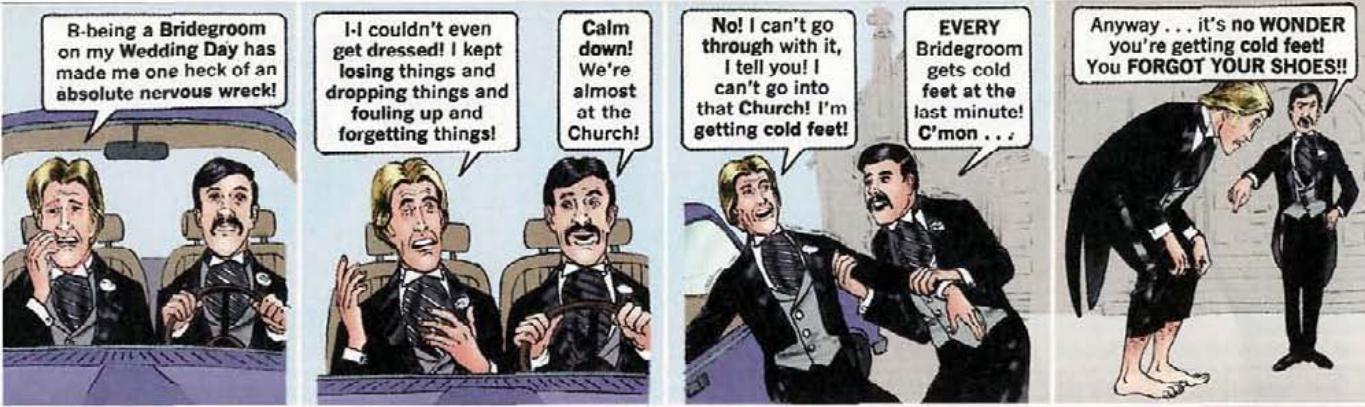
THE LIGHTER SIDE OF... WEDDINGS

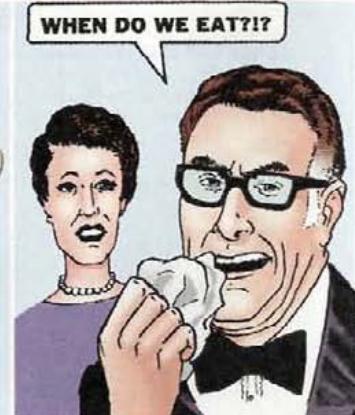
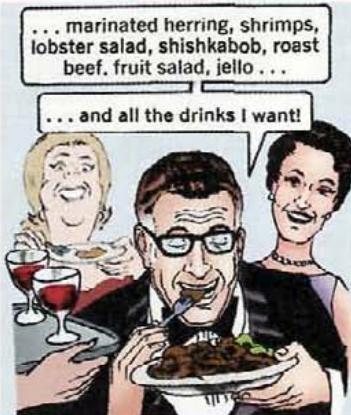
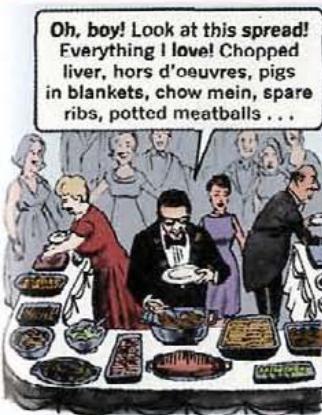
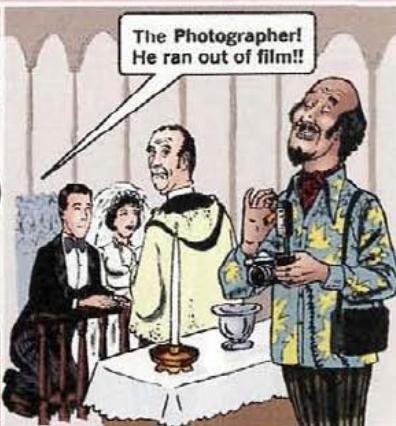
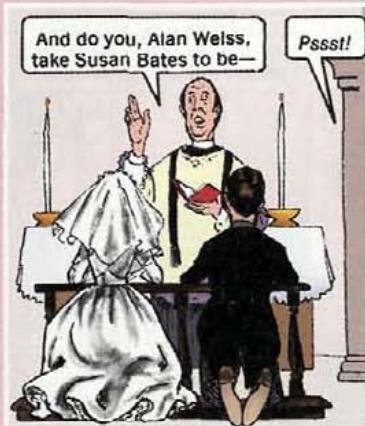


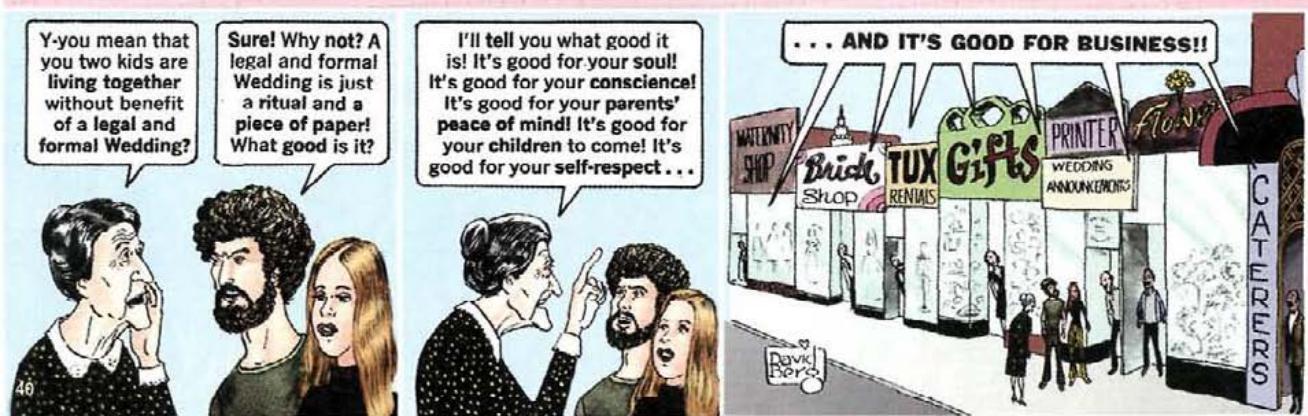
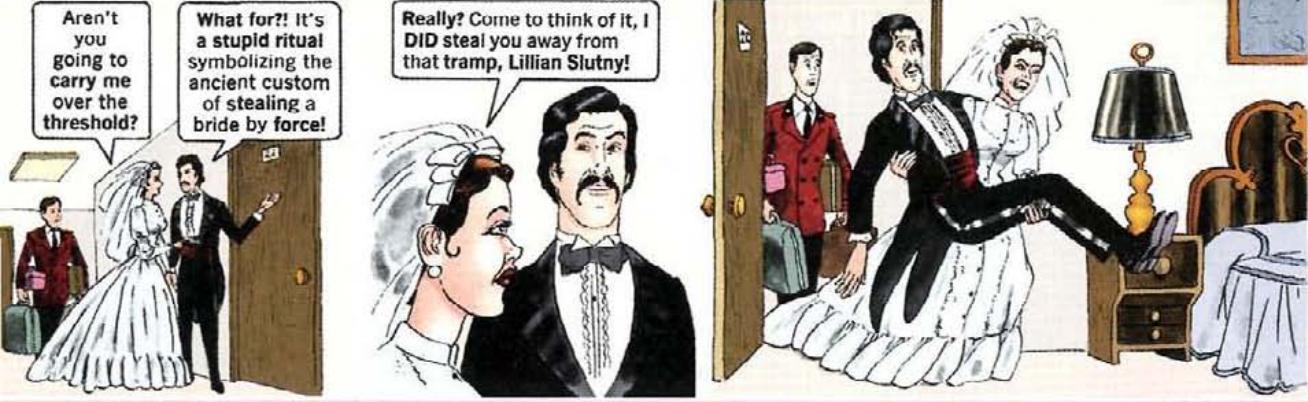
DDINGS

ARTIST & WRITER: DAVE BERG











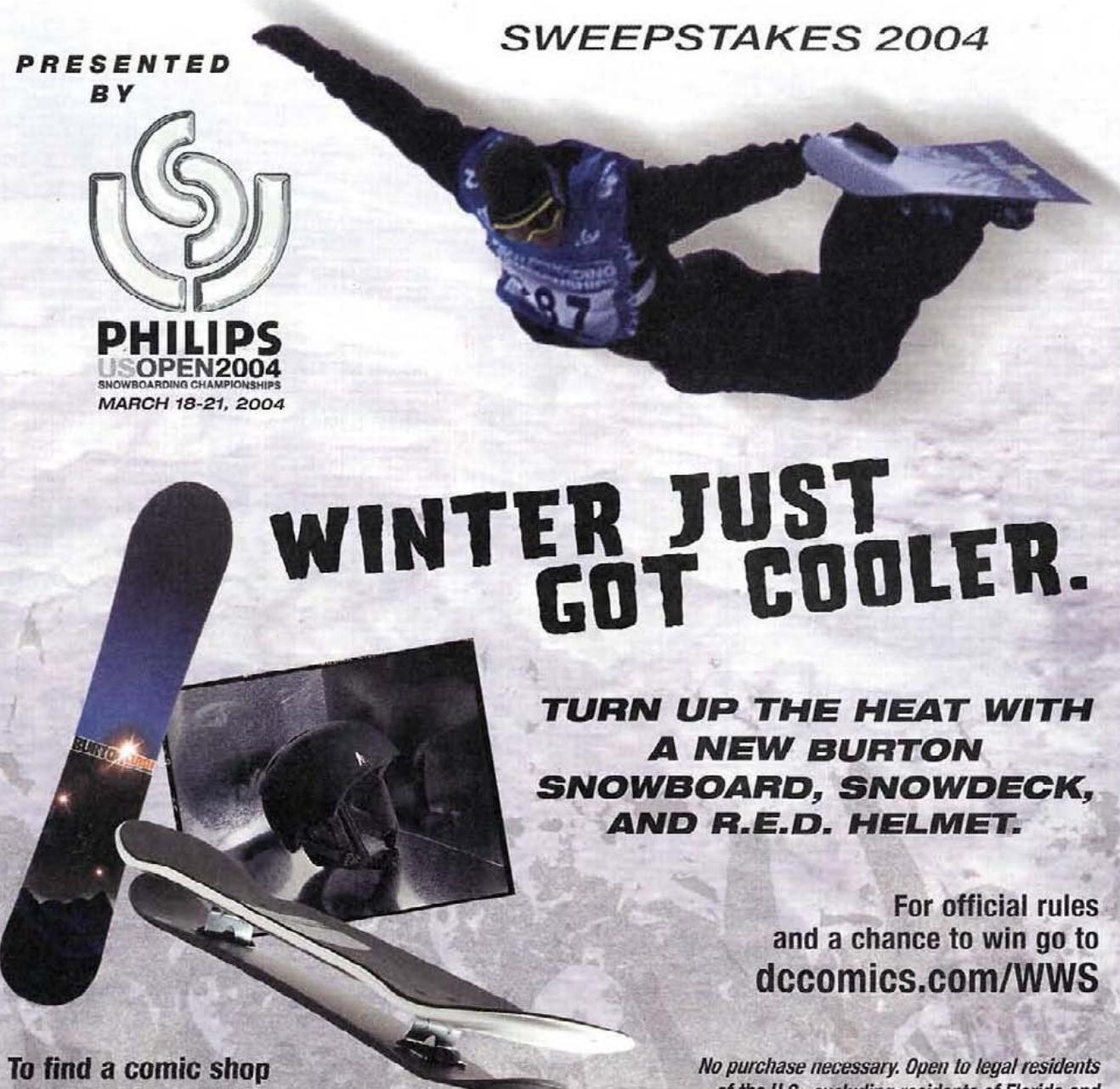
WICKED WINTER

SWEEEPSTAKES 2004

PRESENTED
BY



PHILIPS
USOPEN2004
SNOWBOARDING CHAMPIONSHIPS
MARCH 18-21, 2004



WINTER JUST
GOT COOLER.

TURN UP THE HEAT WITH
A NEW BURTON
SNOWBOARD, SNOWDECK,
AND R.E.D. HELMET.

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I'm Schlock Love-It, leader of an underwater expedition to find lost treasure! Movie producers have already gone to the bottom of the barrel looking for old stories to recycle, so I'm going deeper! All the way to the bottom of the ocean to find a tale that's been told too many times, and a lot better, already! But this time, I have a new gimmick! I not only dug up an old story, I dug up an old lady to tell it to you!

Pay attention, this is tricky! I'm the same Rouse as the young Rouse you're about to meet, except I've aged 85 years! That's how long the Trypanic has been at the bottom of the ocean! Of course, when you see all my wrinkles, you'll think I've been at the bottom of the ocean for 85 years too! I'm telling my story in flashbacks which is a big help, because at my age remembering it all at once is impossible! Not to mention implausible! But I'll tell you this: when you're on a sinking passenger ship, what do you do? Try a call for help? Try a last-ditched effort to get to a lifeboat? Naaaaah! You...



I'm Jerk Awesome, and I won tickets on the Trypanic playing poker! I have a feeling, though, that the guy I won them from didn't want to go on this ship! He insisted my pair of fives beat his flush! I'm an artist and I have a vivid imagination! At least that's what people say when I try to sell them my sketches! They say: "If you think that crap is art, you have some vivid imagination!"

I'm Rouse Blackwater, and I'm returning to America with my fiancé! He's handsome and rich, but he's so proper and stuffy he wears starched shirts, bow ties, and bowlers — even when he makes love! I, on the other hand, I like to sleep in the nude, whether at night in bed or by day in a deck chair poolside!

I'm Rouse's mother, Ruthless! My daughter Rouse has many radical ideas, but her wildest ones concern marriage! She has this weird notion that people marry for love! Fortunately, I'm teaching her the truth: that you marry for money! And there's love in that! Love of money!

I'm Callous, Rouse's fiancé! Rouse has a burning desire to experience and explore all that life has to offer! That's everything I HATE in a woman! On the other hand, she's got great legs and a great chest! That's everything I LOVE in a woman!





I'm Captain Sullen, and I'm worried about the ship's construction! When they christened it, the champagne bottle didn't break, but the first two feet of the bow shattered! Luckily, it's a very long ship, so no one will miss those couple of feet! I've equipped the Tryfanic with many modern scientific navigation instruments, including this square globe of the world!

I'm J. Bruce Dismay, the ship's owner! On her maiden voyage, I'll push the captain for extra speed! No, not so we'll get headlines when we dock! I want the extra speed so we can get through the lame love story that's gonna unfold aboard ship as fast as possible!

I'm Toomuch Android, the ship's builder! I've built everything on a giant scale, except the rudder, which is so tiny it makes the ship hard to steer! But I'm not dumb! I put it underwater where no one can see it! I concentrated on important things — the BIG things people can see! Like giant shuffleboard courts! I had to get rid of hundreds of lifeboats to do it, but that's the price you pay for world class shuffleboard!

I'm Folly Brown! I'm an obnoxious laugh riot — and I'm also rich! That's why I'm traveling First Crass! Get it? First Crass! For some strange reason, I've earned the nickname: "The Unsinkable Folly Brown"! Truth is, I'm so fat, I'm the "standby" anchor for this colossal ship!



Why are you trying to commit suicide? Look at you! You have beauty, charm, poise! What could possibly be wrong?

My mother makes me wear very tight corsets! I can't stand it anymore!

So? Look at me! I'm wearing tight pants and I'm not complaining!

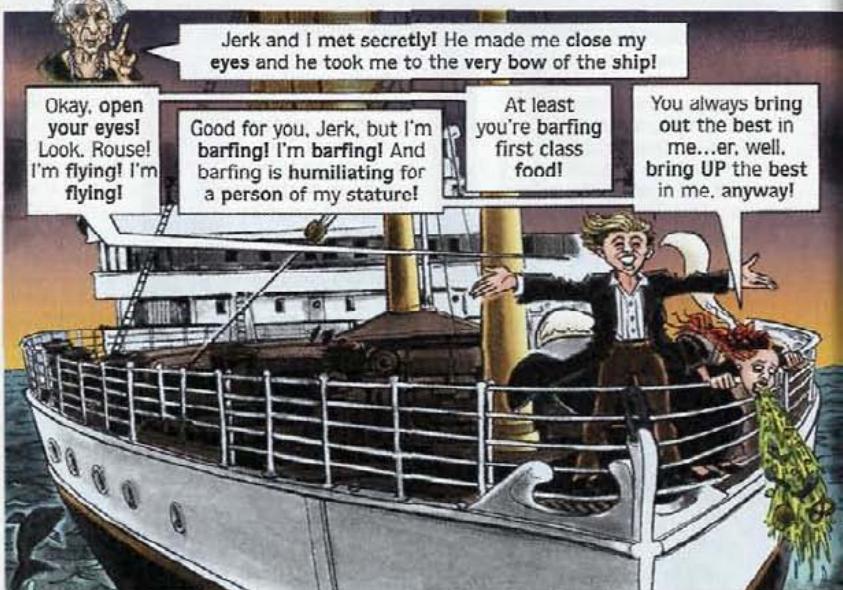
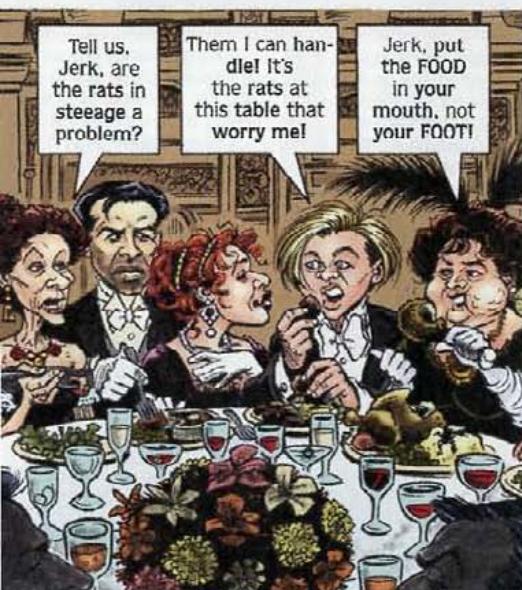
Hmmm...I'm not complaining about your tight pants either! My fiancé always has a large bulge in HIS pants, but that's from his enormous bankroll! But since you seem to be poor, you've given me a reason to live!

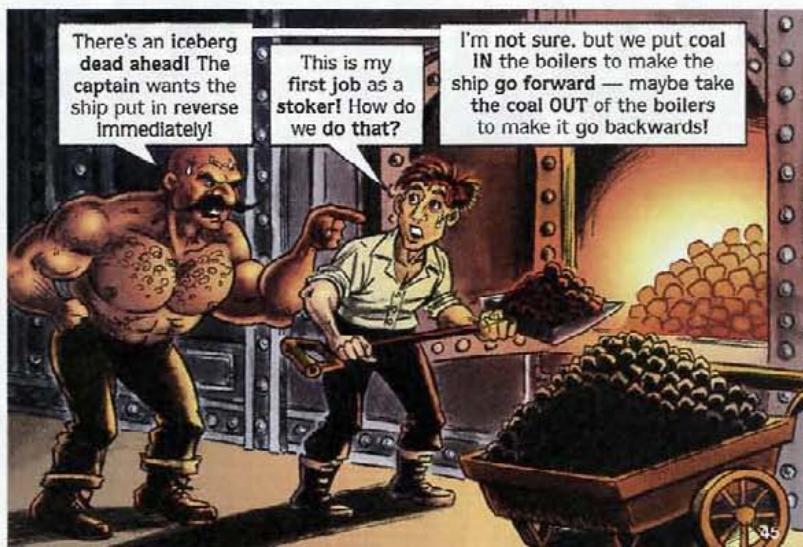
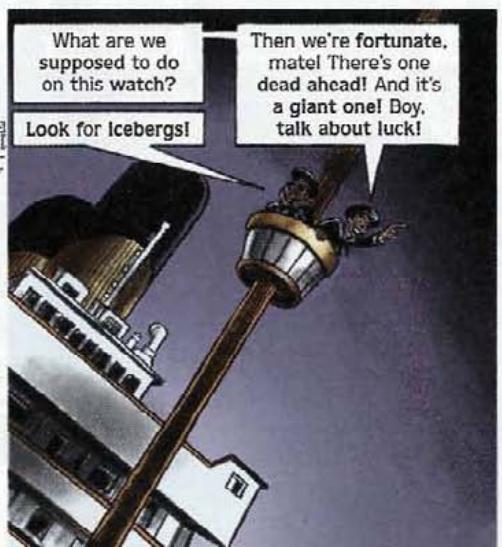
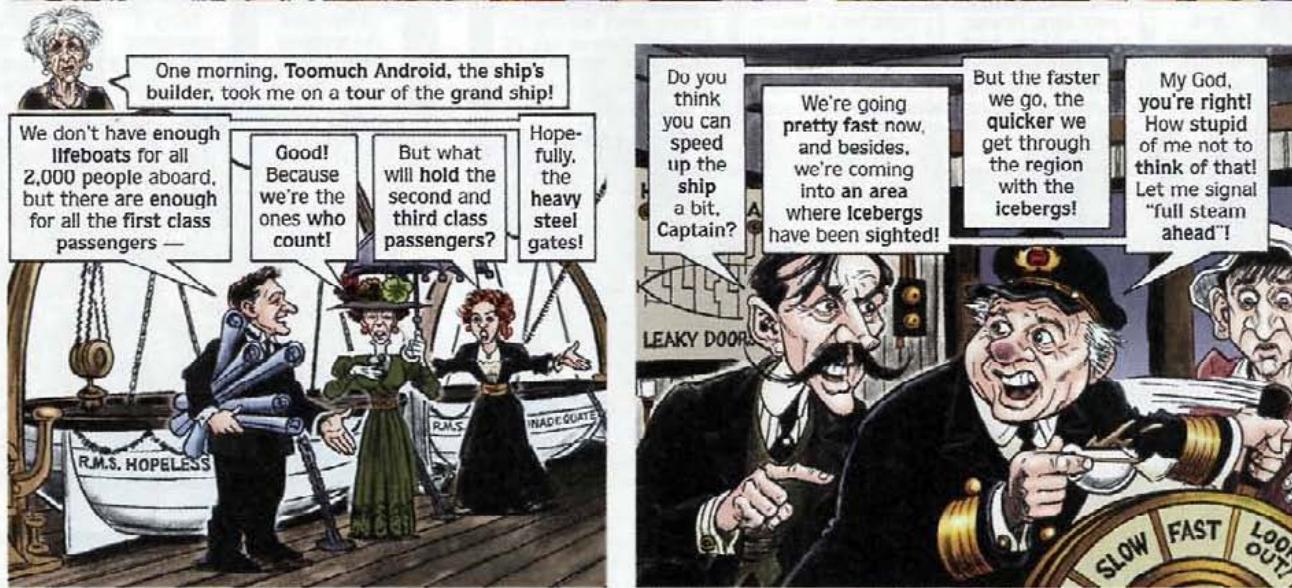
You saved my fiancée's life!

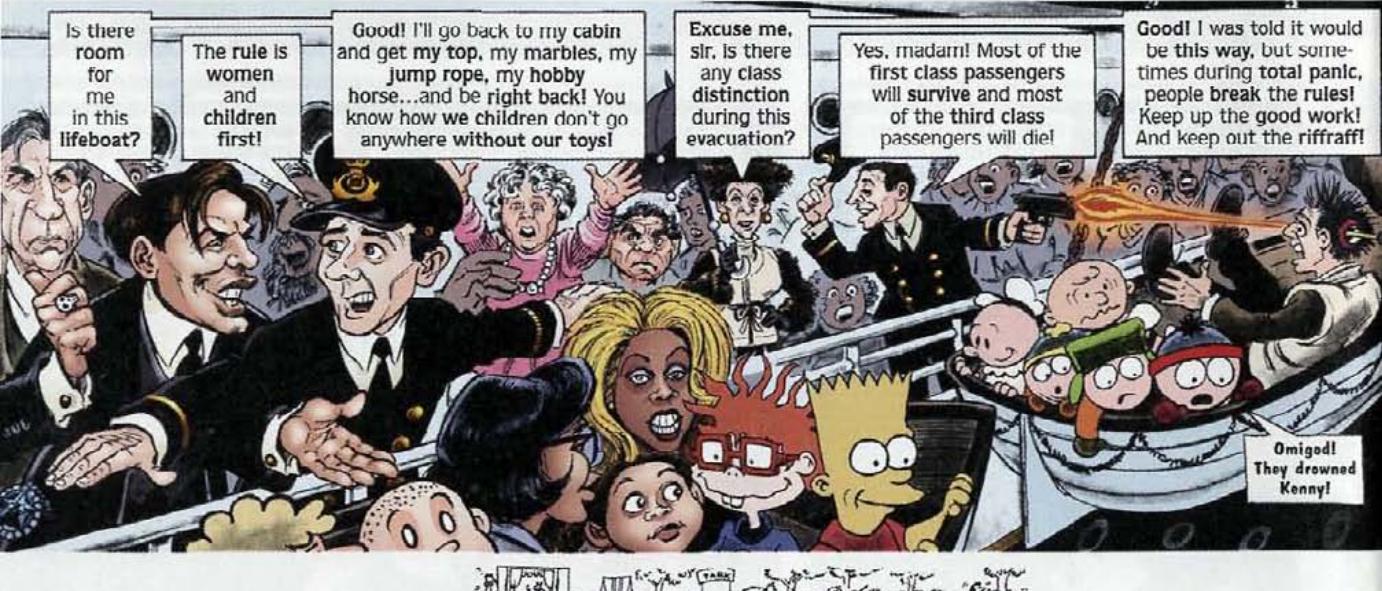
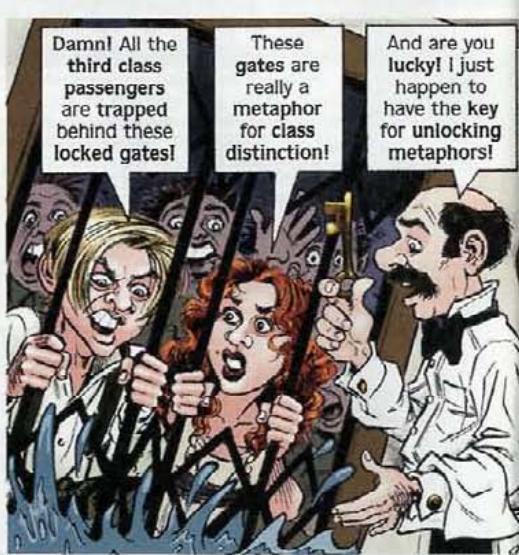
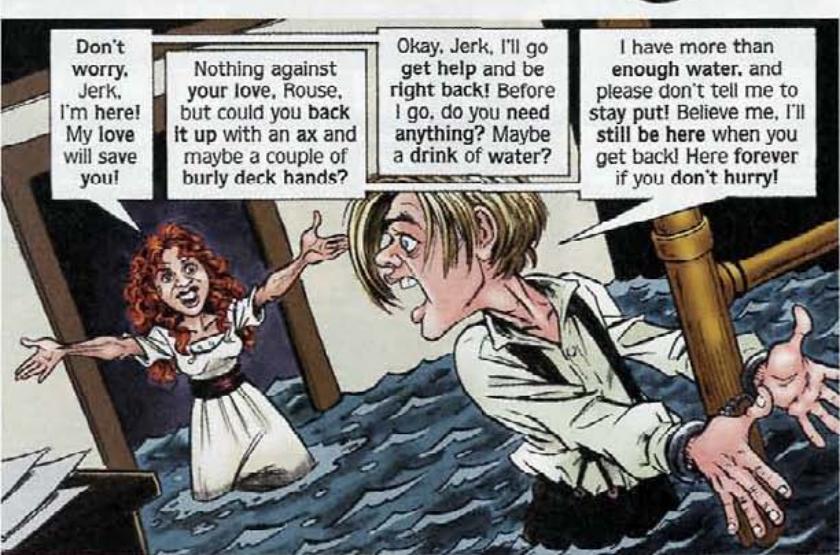
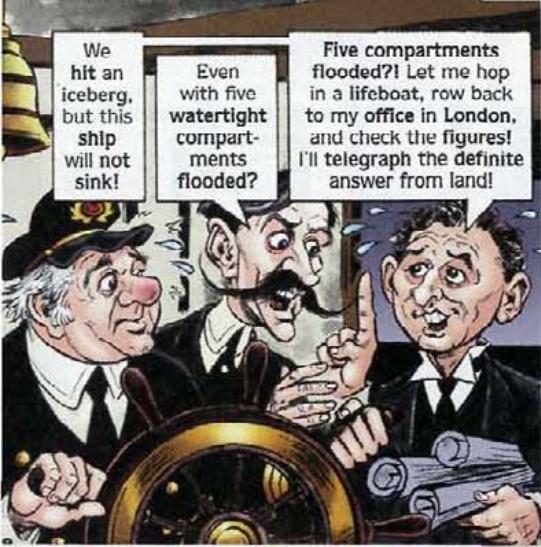
I'd like to thank you by inviting you to the first class dining room!

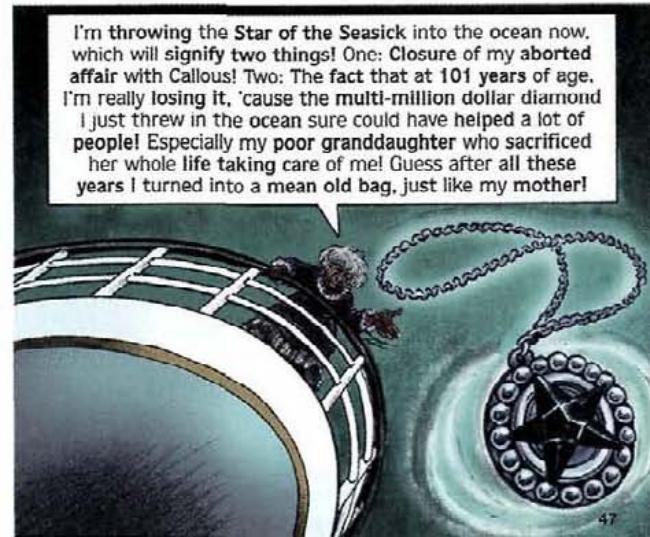
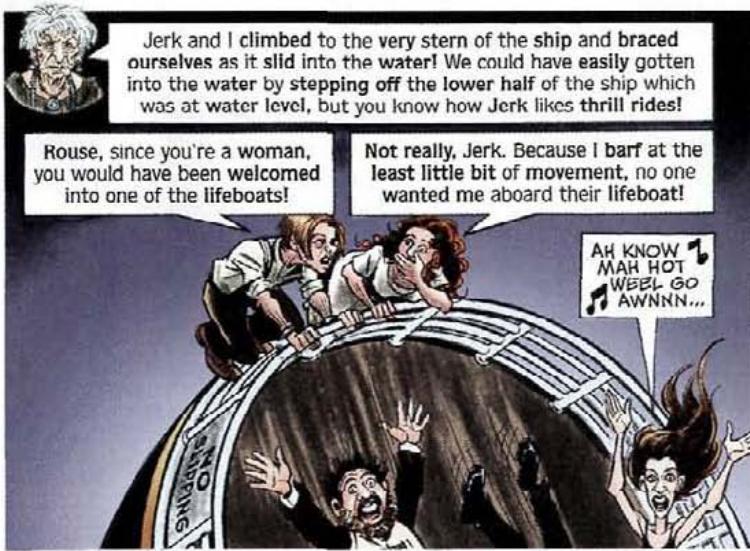
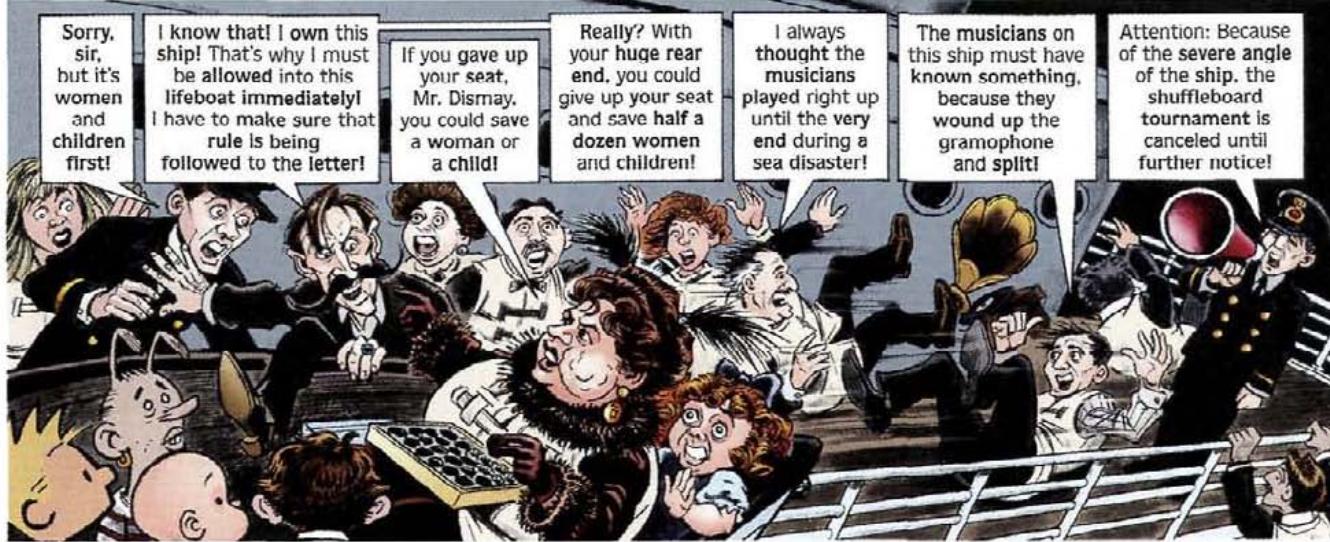
Great! I always wanted to taste first class food!

Actually, I was inviting you to watch US eat, but perhaps sampling our leftovers isn't out of the question!

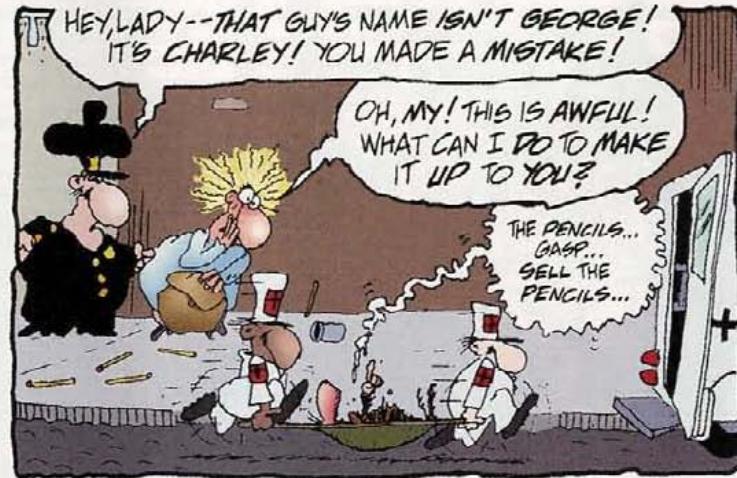
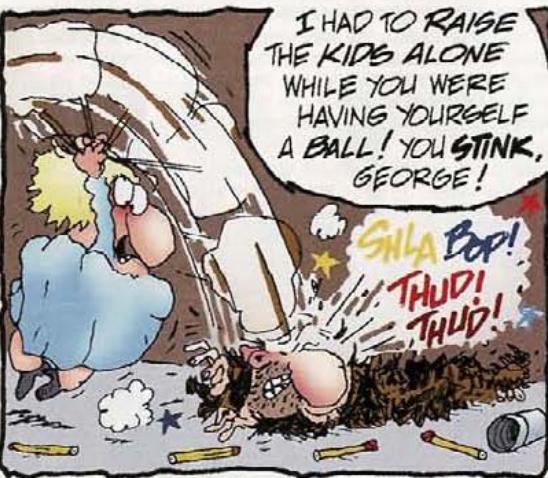








THE INJURIOUS IDENTIFICATION INTRIGUE



**WHAT SADISTIC
APRIL FOOL'S
TRICK NEVER
LEAVES 'EM
LAUGHING?**

HERE WE GO WITH ANOTHER RIDICULOUS **MAD FOLD-IN**

April Fool's Day can be a time for wild and sometimes mean jokes and pranks that on any other given day would not be tolerated by the person on the receiving end! To find out what the cruellest of the cruel April Fool's joke is, simply fold page as shown.

FOLD PAGE OVER LIKE THIS!

A ►

FOLD THIS SECTION OVER LEFT

◀ B

FOLD BACK SO "A" MEETS "B"



THE DANGER IN PHYSICAL HUMOR IS WE OFTEN BEHOLD
MINDLESS "JOKES" THAT MAIN PEOPLE EVERY YEAR. AND-APRIL
BEING THE WORST TIME- IT'S A GOOD IDEA FOR US TO
FLEE FOR OUR LIVES FROM ANY PRANKSTER WHO SEEMS MENACING

A ►

◀ B



**“LOOK
BEFORE
YOU
LEAP.”**

ESCAPE THE RULES. **RAW**

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